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AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLVII No. 8

APRIL 15, 1928

Per Copy 20c

April.. THE LAST CALL
FOR SPRING SUPPLY.. *"Rush!"*

TREES

Plants

Seeds

PRODUCTS OF 1500 ACRES

-----FRUIT TREES

Small Fruits

DECIDUOUS TREES

EVERGREEN TREES

SHRUBS

Hardy Vines

ROSES

Best Field Grown

HARDY PERENNIALS

POT GROWN ANNUALS

BEDDING PLANTS

DECORATIVE PLANTS

BULBS

FULL LINE OF SEEDS

SINCE 1854
THE STORRS & HARRISON CO.
"Painesville Nurseries"
PAINESVILLE, Lake County, OHIO



39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.

Quality Stock---Surplus

WRITE FOR PRICES

Largest Nursery in Indiana

APPLE—3 yr., 11/16

500	DELICIOUS
1000	GRIMES—top worked on Spy
1500	JONATHAN
400	STAYMANS
300	WINESAP
500	YELLOW TRANSPARENT

CHERRY—2 yr.

	11/16	9/16	7/16	5/16
BLACK TARTARIAN	600			
GOV. WOOD	600			
EARLY RICHMOND	5000	4000	1800	775
MONTMORENCY	10000	9000	4000	2365
WINDSOR	400	50		

PEACH—

	11/16	9/16	7/16	5/16	18-24"
EARLY ELBERTA	50	200	300	247	288
ELBERTA	2000	7000	18000	14900	16800
J. H. HALE	1000	1000	4000	3200	3300
ROCHESTER	50	200	375	238	200

PEAR—3 yr., 11/16

600	BARTLETT	100	CLAPPS
500	DUCHESS	300	FLEMISH BEAUTY
150	KIEFFER	600	SECKEL
250	SHELDON	150	TYSON

PLUM ON PLUM

450	SHROPSHIRE, 11/16, 3 year
500	SHROPSHIRE, 11/16, 2 year

SHRUBS

1600	BUDDLEIA, 2 year, No. 1
1200	LONICERA BELLA ALBIDA, 4/5 feet
1000	LONICERA BELLA ALBIDA, 3/4 feet
1500	LONICERA MORROWI, 4/5 feet
2000	LONICERA MORROWI, 3/4 feet
700	LONICERA MORROWI, 2/3 feet
25000	CALIFORNIA PRIVET, 12/18 inch
1500	INDIAN CURRANT, 2/3 feet
1500	INDIAN CURRANT, 18/24 inch
1500	SNOWBERRY, 2/3 feet
1500	SNOWBERRY, 18/24 inch
1200	SUGAR MAPLE, 3 inch up

A FEW OTHER SHRUBS IN ABOVE SIZES

C. M. Hobbs & Sons

BRIDGEPORT, INDIANA

CHERRY TREES! CHERRY TREES!

The Best That Can Be Grown!

SWEET AND SOUR ONE AND TWO YEAR

CAR LOTS OR LESS

We also offer for Spring, 1928

A General Assortment of

Standard and Dwarf Apple

Standard and Dwarf Pear,

Plum, Quince and Peach

TRUE TO NAME

Write For Our Attractive Prices

KELLY BROTHERS NURSERIES

Dansville, N. Y.



New York State Grown FRUIT TREES

Specializing in Car Lots

of

APPLE - PEAR - PEACH

Special prices on

BARTLETT PEAR, BALDWIN APPLE,
ELBERTA PEACH

Also a Full Line of

**ORNAMENTAL TREES
SHRUBS AND ROSES**

American Arbor Vitae
Lombardy Poplars

W. & T. SMITH CO.

GENEVA, N. Y.

Organized in 1846

1,000 Acres in 1928

Buy Now for Spring.

**WE ARE ONE
OF THE LARGEST GROWERS
IN THE UNITED STATES
OF FRUIT TREES**

**APPLE PEAR CHERRY
PEACH QUINCE PLUM**

**Big stock of Cherry
and the New Cortland**

Wonderful assortment of
ROSES, SHRUBS, ORNAMENTALS
AND SMALL FRUITS

Owing to our big volume of business,
we can give you the best at low prices

FOR WONDERFUL VALUES TRADE WITH
Maloney Bros. Nursery Co., Inc.
DANSVILLE, NEW YORK

EVERGREENS - ROSES - VINES

Write us for prices on any of the following articles. We can give special prices on quantity orders. We guarantee the same heavy grade you have been accustomed to receive from us.

EVERGREENS

300 Juniper hibernica	2 to 2 1/2 ft.
100 Juniper horizontalis	2 ft.
500 Juniper sabina	1 1/2 ft.
300 Juniper sabina	2 ft.
100 Retinospora filifera	2 ft.
200 Retinospora pisifera	2 ft.
100 Retinospora pisifera	2 1/2 ft.
500 Retinospora pisifera aurea	3 ft.
500 Retinospora pisifera aurea	2 1/2 ft.
300 Retinospora pisifera aurea	3 ft.
500 Retinospora plumosa	1 1/2 ft.
1000 Retinospora plumosa	2 ft.
500 Retinospora plumosa	2 1/2 ft.
1500 Retinospora plumosa aurea	1 1/2 ft.
1500 Retinospora plumosa aurea	2 ft.
200 Retinospora plumosa aurea	2 1/2 ft.
500 Retinospora squarrosa	1 1/2 ft.
200 Retinospora squarrosa	2 ft.
1000 Thuja occidentalis	2 ft.
1000 Thuja occidentalis	2 1/2 ft.
1000 Thuja occidentalis	3 ft.
1000 Thuja ellwangeriana	1 1/2 ft.
300 Thuja ellwangeriana	2 ft.
1000 Thuja globosa	1 1/2 ft.
400 Thuja hoveyi	1 1/2 ft.
200 Thuja pyramidalis	2 ft.
500 Thuja pyramidalis	2 1/2 ft.

EVERGREENS—Continued

500 Thuja pyramidalis	3 ft.
500 Thuja warreana	1 1/2 ft.
300 Thuja warreana	2 ft.
100 Biota orientalis	2 1/2 ft.
200 Biota orientalis	3 ft.
250 Buxus arborescens	8 to 10 inch
300 Mahonia aquifolium	15 inch
300 Mahonia aquifolium	18 inch

VINES

800 Ampelopsis engelmanni	3 yr.
5000 Ampelopsis tricuspidata (veitchi)	2 yr.
2000 Ampelopsis tricuspidata (veitchi)	3 yr.
500 Aristolochia siphon	2 yr. Medium
500 Aristolochia siphon	2 yr. No. 1
100 Bignonia grandiflora	2 yr.
500 Bignonia radicans	2 yr.
300 Celastrus orbiculatus	2 yr.
5000 Clematis paniculata	3 yr.
2000 Clematis paniculata	3 yr.
4000 Hedera helix	2 1/2 inch pots
500 Hedera helix	3 inch pots
1000 Lonicera aureoreticulata	2 yr.
500 Lycium chinense	3 yr.
500 Wisteria magnifica	2 yr.
300 Wisteria sinensis	2 yr.
200 Wisteria sinensis	3 yr.
100 Wisteria sinensis alba	3 yr.

ROSES

Special low price on following:

600 Magna Charta	No. 1
300 C. F. Meyer	No. 1
600 Erna Teschendorf	No. 1 1/2
700 Erna Teschendorf	No. 2
800 Mme. Levassieur	No. 1 1/2
300 Rubrifolia	No. 1

CLIMBING ROSES

Extra Fine, Grown to Stake

600 American Pillar	No. 1
400 American Pillar	No. 1 1/2
200 Veilchenblau	No. 1
200 Veilchenblau	No. 1 1/2
400 Aviateur Bleriot	No. 1
200 Aviateur Bleriot	No. 1 1/2
400 Christine Wright	No. 1
200 Christine Wright	No. 1 1/2
1000 Dr. Van Fleet	No. 1
600 Dr. Van Fleet	No. 1 1/2
2000 Dorothy Perkins	No. 1
900 Dorothy Perkins	No. 1 1/2
200 Excelsa	No. 1
1000 Gardenia	No. 1
400 Hiawatha	No. 1
200 Hiawatha	No. 1 1/2
500 White Dorothy	No. 1

We also have a complete selection of Fruit Trees and Ornamental Shrubs. Write us your needs.

600 ACRES COMPLETELY MODERNLY EQUIPPED

"Everything that is Good and Hardy"

THE COLE NURSERY COMPANY

Forty-seven Years at PAINESVILLE, OHIO

Best Tree Digger on Earth



Write for Descriptive Circular and Prices

Stark Brothers

NURSERIES AND ORCHARDS COMPANY

Louisiana,

Missouri

Evergreen Seedlings

Sherman's Evergreen seedlings are grown by experts on soil that produces a sturdy root system.

Our methods of digging and packing assure you complete success in lining out.

If you haven't a copy of our latest Trade Announcer, write at once and we will quote prices.

We are prepared to handle orders for almost any kind of nursery stock. Send your want lists to us for prompt attention.

The Sherman Nursery Co.

CHARLES CITY, IOWA

LESS THAN FIVE CENTS A WEEK—

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Mailing lists total upward of 5000 Nursery concerns. Subscription: \$2.50 per year; three years for \$6.00. Advertisements: \$2.80 per column-wide inch, covering insertion twice a month.

MARCH BULLETIN Just Issued

Will be of interest to you. Check it carefully and get in touch with us for grades and prices.

Can save you money and you will be pleased with our service.

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ONARGA ILLINOIS

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APPLE PEACH CHERRY
CATALPA BUNGEI LOMBARDY POPLAR
and a well balanced list of
PEAR

A complete assortment of shrubs graded to please the most critical buyer.

I. E. ILGENFRITZ' SONS CO.
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Manufacturers of Ilgenfritz Planting Machines and Digging Plows

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HARDY PERENNIAL PLANTS
EXCLUSIVELY

Write for Trade List.

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PEAT MOSS
Turf Mull

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Bales contain fully eight bushels or more, with least moisture content. \$3.00 per bale. F. O. B. New York. Discount on quantity purchases. Shipped from various large cities.

We are the original introducers and the largest importers of Peat Moss as government records show. To borrow a phrase; "There's a reason!"

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29 Burling Slip New York, N. Y.

Vincennes Nurseries

W. C. REED & SON VINCENNES, IND.

3000 Early Richmond Cherry—XX 1 to 1½, 3 yr.

Cherry (Sours)—2 year, all grades

Cherry—One Year Sweets and Sours

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Peach and Apple—Leading kinds.

Commercial varieties

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We have the great Mastodon, Champion, and last but not least, 2,000,000 Progressive, Everbearing.

Progressive—1,000, \$5.00; 5,000, \$22.50; 10,000, \$40.00.

Better plants cannot be grown. We have a full stock of common varieties also.

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Lock Box 38

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J. H. Skinner & Co.

Topeka, Kansas

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Apple, Cherry, Peach, Pear and Plum Trees
Apple Seedlings Pear Seedlings

Spirea Van Houtti, all grades

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Also lighter grades.

Lilac, named varieties

Paeonias

Apple and Pear Grafts, Whole and Piece Root



SPRING IS HERE
Stock is cleaning up fast

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PRINCETON NURSERIES
PRINCETON, NEW JERSEY

Wm. Flemer's Sons, Inc.

AMERICAN NURSERYMAN --- April 15, 1928

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copy 10c of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

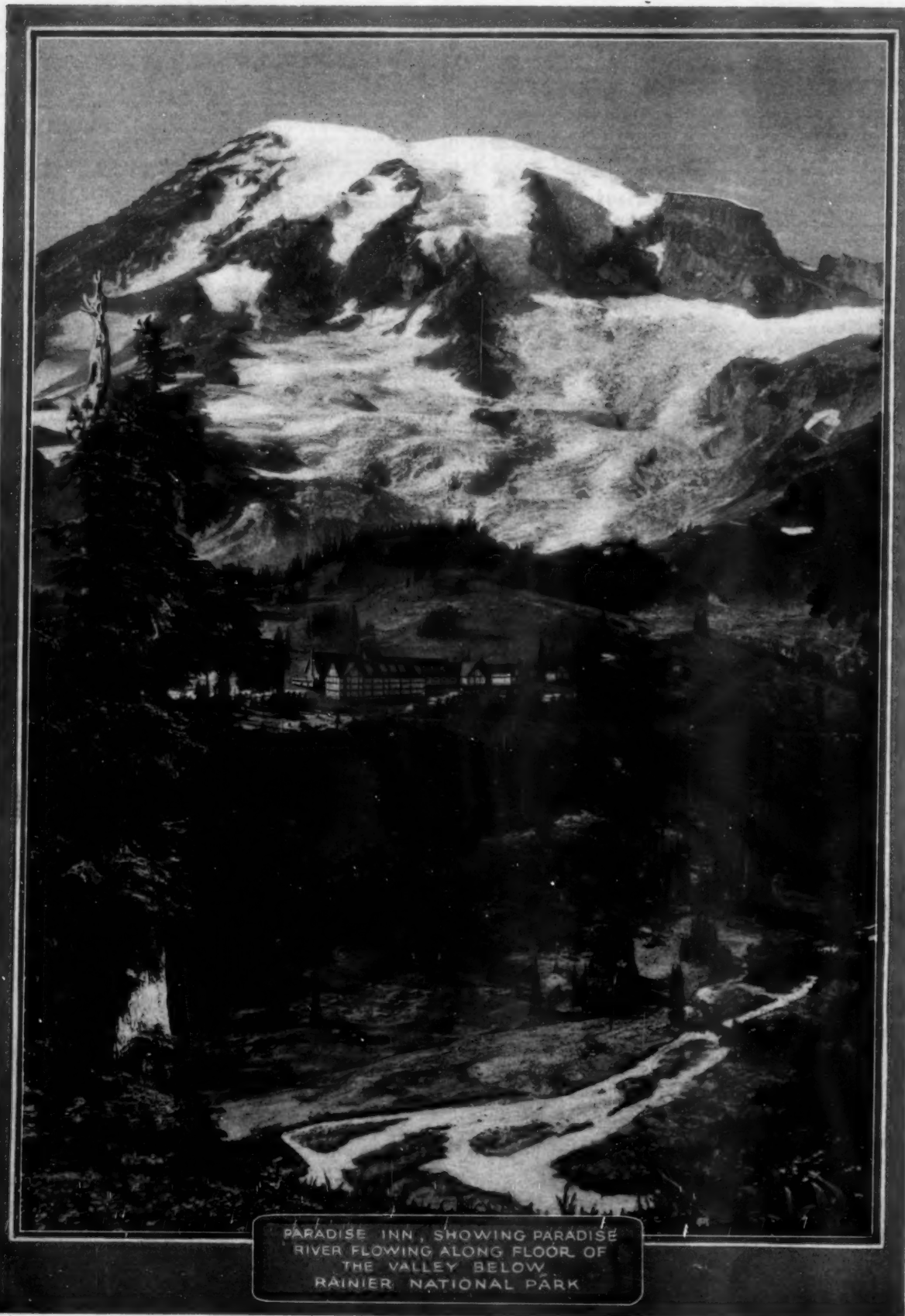
It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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One of Many Scenic Attractions In Store for Nurserymen



PARADISE INN, SHOWING PARADISE
RIVER FLOWING ALONG FLOOR OF
THE VALLEY BELOW
RAINIER NATIONAL PARK

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLVII

ROCHESTER, N. Y., APRIL 15, 1928

No. 8

FEATURE OF PACIFIC COAST CONVENTION ATTENDANCE

Eastern Nurserymen Especially Will Be Interested in Ranier National Park Attractions in Connection with Seattle Annual Trade Meeting

The United States Government, ever looking for the welfare of its people, has set aside certain areas of unusual beauty to be left as nature made them and to be preserved for all time as national playgrounds. Among these national parks there is one that stands far in the foreground as a region of wilderness charm. Ranier National Park is different from any other park area. Once a fiery volcano and now a majestic snow-clad monarch, it is America's greatest mountain. Twenty-eight slow-moving mysterious rivers of ice emanate from its snowy crest, gouging out great canyons and gorges on their way to lower levels where warm air and sunshine turn them into glacial torrents and finally into peaceful streams that flow into fertile meadows in the valleys below.

Portals hewn from forest giants mark the gateway to this national park. A dense growth of firs lines the highway. Some are from 200 to 900 years old; and, next to the Sequoias of California, are among the oldest living things. Their whispering breathes an air of restfulness as the outside world is forgotten and left behind and the fairyland that lies beyond the entrance opens to view.

The highway to Paradise Valley is one revelation of beauty after another. Narada Falls whose waters drop 185 feet to the canyon floor below, fill the air with a rainbow mist. Tumbling, bubbling water of Washington Cascades, in Paradise River, forever quarrel with the rocks that bar its way as if reluctant to leave the snows that gave it birth.

The Silver Forest is an unusual sight. Many years ago a great fire swept through the mountains and burned the forests. The Alaska cedars alone, sturdiest of all evergreens, remained standing. Stripped of their green they stand in nude, charred defiance, like shafts of moonlight against the luxuriant green surrounding forests and in the quiet of dusk they truly appear ghosts of bygone monarchs of the forest. Paradise Inn is made entirely of silver forest wood. This modern hostelry is nestled in flower-carpeted Paradise Valley in the shadow of the mountain.

Paradise Valley is the center of activity in the park. It is from here that guide trips are made to the ice caves of Paradise Glacier. Warm currents of air circulating through openings in the ice melt out vast caverns. Some of them are from 25 to 50 feet in height from the icy stream below to the vaulted ceiling above. Their length varies with the time of season. Late in summer they sometimes extend back under the glacier for hundreds of feet. A beautiful symphony of green and blue colors is

created by the sun shining through the translucent ice of the ceiling; in fact, all hues of the rainbow meet in a glorious harmony of color; and the deep silence, broken only by the rush of waters, instills in all an awe of these natural cathedrals. Other short hikes and saddle horse trips lead to towering peaks where the purple haze of distant valleys and the snow crests of mountain tops merge in striking vistas.

Summer time snow sports are an important activity in Paradise Valley. Equipped with specially made "tin breeches" the park visitor goes nature coasting. The fields of snow that remain all summer provide ample space for this unique sport. Until late July and early August the Alaska dog team may be seen whirling across the snow with a sled-load of revelers.

Daring Denver Days

If Nurserymen haven't "met up" with indecision, expressed in terms of loose English as "being buffaloed," they had better practice a few rotatin' revolutions so they can feelingly salaam to broad-shouldered buffaloes in the foothills game preserve maintained by Denver in its system of mountain parks.

Fact is, any feeling of insecurity isn't necessary; there'll be a strong wire fence between the shaggy, humped animals and the delegates to the American Association of Nurserymen convention in June.

By their numbers in early days buffaloes

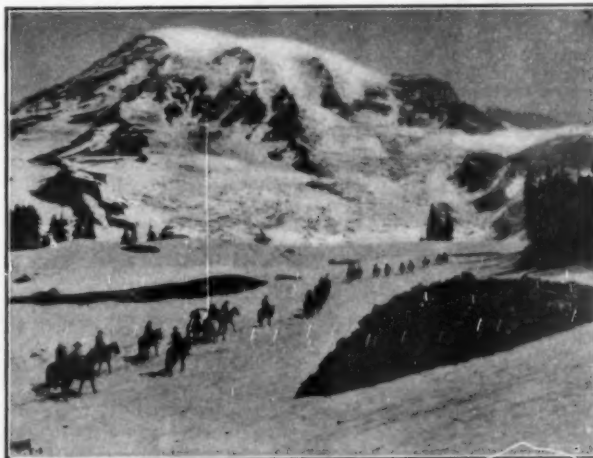
delayed railroad transportation on the plains. Not so today. Their presence will serve to give a momentary visualization of how old timers felt in pioneer days, including among others Horace Greeley, at the time editor of the New York Tribune. That was in '59.

An incident occurred at the time of year selected by the American Association of Nurserymen for their Denver convention. Greeley sought adventure, and got it. The stage coach in which he was traveling overturned when the horses shied at a small herd of buffalo. The animals were being chased by Indians on the outskirts of picturesque Denver.

Colonel William F. Cody, popularly known as "Buffalo Bill," earned his sobriquet because he killed 4,300 buffalo for the builders of the Union Pacific Railroad. The meat was used to feed men in the construction camps. Today Buffalo Bill rests in a last sleep on Lookout Mountain. The rocky crypt where sleeps the plainsman is near to Denver's Mountain Game Preserve. These places are visited in the 65-mile scheduled motor drive through the mountain parks. On this popular four-hour side trip out of Denver, Nurserymen will enjoy a wonderful view of the snow-capped ranges of the Continental Divide.

Of course, there are mountain lions, gray wolves, bobcats and bears in the Rockies. These will not be seen on this trip, unless

(Continued on Page 191)



Party on the Skyline Trail, Rainier National Park. This trail is covered by regular saddle-horse trips from Paradise Inn twice daily, and is the most scenic short horseback trip made from this point. The Mountain is seen in the background.

THE BIG SUBJECT: COMMERCIAL CREDIT TECHNIQUE

Expert Instruction and Advice Especially for Successful Operation of the Nursery Business—Practical Information In a Discussion

J. F. O'KEEFE AT ILLINOIS NURSERYMEN'S ASSOCIATION CONVENTION

(Continued from April 1st Issue)

PRESIDENT LITTLEFORD: During the past few years automobiles have built up their sales a good deal through credit? Do you think any such system would be practical in the Nursery business? Do you think it would be advisable?

MR. O'KEEFE: The liquidating rule can be applied to that. It would depend, on whether you could get enough out to represent the cost of production, but if you are selling a dollar down and a dollar a week you would be out of luck.

I think the only safe method of extending payments is to get cost out of the first payment and get your profit out of the possibility of securing the entire payment. I have no doubt some Nurseries having a national distribution have the average experience on mortality, so to speak, in connection with credit transactions and might be able with sufficient capital to embark upon a system of installment payments.

No matter how your business is done you must have capital behind it. If you are going to let your profit and a great portion of your costs stand out as an account receivable, you have to have capital to counteract it.

PRESIDENT LITTLEFORD: There was one thought I had in mind. There is a good deal of landscape planting done now by Nurserymen and landscape gardeners. I was wondering whether this could be done by deferred payments, by a system of notes maturing at frequent intervals.

MR. O'KEEFE: Yes, but it is all a question of capital. Are you willing to stand the drain on your own capital, because there is certainly going to be considerable mortality in that kind of sales? Your customer may sell his property very unexpectedly and what line have you on that? I should say the only partially safe way in connection with a transaction of that kind would be to get some security or an endorsement if the transaction were large enough or in all events get a judgment note so you would have the opportunity of confessing judgment immediately when the account became delinquent. It is all an experiment.

A. E. NELSON (Glenview): Wherein would a judgment note help in deferred payments?

MR. O'KEEFE: A judgment note is of advantage in any transaction on extended payments, because it gives the right without court procedure, as an automatic process, to confess judgment and secure execution and make a levy on your customer's assets. Without a judgment note you are under the necessity of starting suit and serving your customer with a summons and going through the various other processes of a court action. If the amount involved is sufficiently large it can be extended over two or three years by demand for a jury trial and when you finally get your judgment and execution there isn't anything to execute.

MR. NELSON: In this state we have a lien law under which a lien can be filed on property within four months.

MR. O'KEEFE: Does a lien apply to your products?

MR. NELSON: Yes.

MR. O'KEEFE: The building material men rely largely on lien rights. You are very fortunate.

MR. NELSON: We may have to enforce the lien in court.

HENRY KLEHM: In Illinois the length of the lien is eighteen months.

MR. NELSON: Not as for an innocent purchaser.

MR. O'KEEFE: Doesn't the lien become a record against the property if you file it properly?

MR. NELSON: You can file it four months after the work has been done.

MR. O'KEEFE: Then it is good for eighteen months?

MR. KLEHM: You can file it in eighteen months.

MR. O'KEEFE: In building material you can file in four months and then you have a certain period within which to foreclose.

MR. BONNEWITZ: Is there any specific turn toward demanding spot cash and giving discount for spot cash instead of extending credit? Isn't that a move in the right direction, so that the ultimate purchaser borrows the money at the bank instead of the Nurseryman?

MR. O'KEEFE: That has been my idea right along. Your largest businesses are built on a cash basis, the five and ten-cent stores, Sears-Roebuck, and so forth.

MR. NELSON: That is just small accounts.

MR. O'KEEFE: Sears-Roebuck finance on some extended transactions when they justify it. Isn't it a fact a great many of your transactions are small?

MR. NELSON: It is different in different places.

MR. O'KEEFE: Some jobs might be \$5,000 or \$10,000, but are they the rule or the exception? I venture to say a great many of your transactions are \$10 to \$50.

PRESIDENT LITTLEFORD: There are different classes of business. Some would be that way and some, say in landscape Nursery planting, would run from a hundred to a thousand dollars.

MR. O'KEEFE: When you have a transaction that represents the value of \$400 or \$500 to a thousand dollars you have a basis of determining whether that man's credit is sufficient to allow him the privilege of extended payments. He should be in a position to give you that information.

I should have said, if I could have continued to talk long enough, that one of the solutions of this problem of credit in any line is co-operation. In Illinois among the Nurserymen it would be perfectly simple to build up a bureau into which your experience with consumers could be poured and this information be available for any one of you at any time when the necessity arose. It is being done in every line in the country excepting the farmer and the Nurseryman.

In our National Association of Credit Men we have a credit interchange system upon which we have spent over a million dollars and without profit. That system has in its central file in St. Louis over two million names of customers upon whom experiences are available. In Chicago we have over a million cards in our own bureau. We have a budget of \$70,000 for that one activity; and, to show that it is worth while, we have single members who are paying as much as \$5,000 a year for the service. It enables them not only to turn down bad orders but to know what a good order is.

There are many people who have no basis for credit transactions, but nevertheless pay their bills. In your business I should think you could build up valuable records if you would agree to report, if nothing more than delinquent accounts, into a centralized bureau. I would be glad to build up a bureau for you to have that information available for you so that when you had an extra large order you could determine what was the prospect with reasonable certainty of making collection.

I understand in your national association there are some credit facilities, but it can't be made valuable unless it is on a local basis. I judge the large amount of your transactions are in the state of Illinois and you want Illinois information. That is the solution of the whole thing.

MR. BONNEWITZ: Some of us use national publications which go to every state in the Union and some of them have over a million circulation. You could have no possible credit information from customers received from that kind of advertising. Relying on that kind of advertising I should think a strictly spot cash system would be the only method to follow.

MR. O'KEEFE: A successful distribution of small commodities has been built up on

either cash in advance or C. O. D. basis. I think C. O. D. transactions are quite successful under those circumstances. I believe the public can be educated to pay cash. The chain stores do it. Where a householder would formerly run up a bill of three or four or five hundred dollars with his butcher, now, when he gets the incentive of lower prices or better service in the chain stores if he can get it, he pays cash.

MR. HOOK: A Nurseryman buys in the winter on his advanced sales and on a profit he thinks he will make in the summer. If he had to pay cash he wouldn't buy that stuff. All Nurserymen are practically the same way.

MR. O'KEEFE: I am talking about the consumer. You are supposed to build up a basis of credit so you can finance it to the time of maturity when it will be of greatest value. The other fellow has no right to think you should continue to carry him after the merchandise is in his possession, after you have carried it up to that time.

MR. OLCOTT: I would like to ask if you would deem it advisable for a business man to borrow from the bank, when he doesn't need it and has no use for it, in order to establish credit when he might?

MR. O'KEEFE: I am willing to go on record on that without any qualifications. The biggest asset is the right to borrow money and how will he get the right unless he borrows it when he doesn't need it? I have said to some of our biggest concerns in Chicago, who boast that they don't need to borrow money and carry their surplus in the bank, "You are carrying too much money in your business. It belongs somewhere else. If you can't expand your business to the point where you can use that capital you ought to invest it in securities and depend upon the bank to take care of the peak of your requirements and the liquidation of the obligations."

MR. OLCOTT: I am speaking of just a nice amount to run on, discounting all bills and requiring no money, to run along for years that way. Printers' Ink had an article some time ago citing the case of a man whose transactions should have entitled him to credit, it would seem. He never borrowed a dollar from any source; his capital was sufficient to carry him and he ran along for years. He had a fine reputation and was a prominent man in a small town. There came a time when business slowed up and he weathered it for some time but when it continued he was obliged to draw on his savings account. He did that for a while and finally had to apply to the bank for a loan. He had no collateral to speak of; but he had a high reputation. You spoke of character being a high point. The bank turned him down. He would probably have been glad to have established credit, but it never occurred to him.

MR. O'KEEFE: You have no credit if you don't use it. You don't have any muscles until you exercise them. Bank credit is one of the biggest assets that any merchant or producer of any commodity can have in his business. If you are not buying the bank's merchandise when it is plentiful you haven't the right to expect it when it is short.

MR. BONNEWITZ: I judge you would advise all Nurserymen to buy money from the bank and pay their fellow Nurserymen instead of being in debt to them.

MR. O'KEEFE: I think there could be built up a system of transactions which would enable Nurserymen to exercise their credit with the banks which would ultimately be to the benefit of the industry because it would have every item of assets as liquid as possible.

I have said there is no such asset as accounts receivable on the books. There is, of course, a rapid turn-over, sometimes, in accounts receivable, but if you are carrying the same amount of accounts receivable all the time that is a dead asset. You are keeping that money out of the productive part

of the business. That is heresy, I know, because a lot of people wouldn't agree with me, but I believe it.

MR. WELDMORE: I am from outside the state. I am on the loan committee for a bank. Two things that have been said here are important. In regard to making loans and establishing reputation, moral character, which is a very fine thing, doesn't always get by the cashier or president of the bank. The other point—I think the Nurserymen ought to get into a method of keeping books.

The small manufacturers a few years ago had that same difficulty, but the income tax taught them a few things. You wouldn't be discussing some of the problems you are discussing here today if all of you had been keeping books for the last five years. You could go to the bank and borrow money on that record. Some of the Nurserymen in my state have sufficient assets but the committee wouldn't make them a loan the way they have the figures fixed. The most important thing to show a bank is figures. A banker's business is to look at figures and he will loan you on them when he wouldn't loan on your word.

A great many of the Nurserymen, as well as the farmers (I used to be a farmer), are ticklish about credit. They take pride in not borrowing from the bank. That is foolish in your business. My little company has \$20,000 borrowed. We have always been in debt. We have made money. It was a good thing—get into it.

MR. BONNEWITZ: Every one of us is glad to get an order from big Nurserymen who are rated A, B, and C, especially if there is a plus on it. Some of those who may have this rating are dilatory, sometimes, about paying their bills; but it seems to me that every Nurseryman who has these fine ratings and who can have his accounts settled the first of December or January would be very wise to pay his bills promptly and take his discounts so that it can be brought to the attention of the thousands of Nurserymen who are in Dun's and Bradstreet's in the D's and F's and H's and lower than that. We get orders from the small Nurserymen and they are hurt if they are not extended credit. If the big Nurserymen take their discounts, the man who is selling can proclaim to his customers who are down in the G's and H's that he sells for cash and only to people who take discounts.

I think the credit of any business can be raised if the members of the association or that calling who are really entitled to the long payments don't take advantage of it. Some of my people, I think, take a year but I am not anxious to sell them the next year. I would like to see the establishment of discount of two or three per cent for cash, not even ten days. The chaps without any credit rating at all feel hurt if they are not allowed time. It will help us get the little fellows who don't deserve it to come across and pay cash.

MR. O'KEEFE: The biggest businesses have been built up from the profit represented by the discount alone. The wholesale grocery business, for instance, has been built up that way—that is a matter of actual fact. The margin of profit in the food products line has been so close that some of the biggest wholesale grocers in the country have had to take advantage of cash discounts in order to produce profit in their businesses and that profit has been sufficient to enable them to expand every year.

If you haven't a system of cash discounts I don't intend to advocate it, but I firmly believe in the suggestion of the gentleman who just spoke, that it would be a marvelous incentive to the small Nurserymen, who wouldn't feel they were being discriminated against by asking for prompt payment, if the larger Nurserymen who are able to do it would pioneer in the movement and establish a basis for prompt payment which would be an inducement to the others.

MR. BONNEWITZ: In addition to being a Nurseryman I am a department store man. We have found our little two and three percent cash discounts are more than our net profit. I insist that every one per cent discount be taken in my other business and I would like to build my Nursery business that way.

MR. O'KEEFE: Two per cent, ten days, and net thirty days is the equivalent to
(Continued on Page 191)

The Preferred Stock



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YOU CAN'T BEAT THESE PRICES FOR THIS QUALITY

		10	100	1000
Amur River...	2-3	\$1.00	\$8.00	\$75.00
"	18-24"	.75	6.00	50.00
"	12-18"	.65	5.00	40.00
California...	3-4	1.00	8.00	60.00
"	2-3	.75	6.00	45.00
"	18-24"	.60	4.00	30.00
"	12-18"	.50	3.00	20.00
Ibodium...	2-3	1.00	8.00	65.00
"	18-24"	.75	6.00	50.00
"	12-18"	.65	5.00	40.00
Ibota...	3-4	1.50	10.00	
"	2-3	1.00	8.00	70.00
"	18-24"	.75	6.00	50.00
"	12-18"	.65	5.00	40.00
Lodense, 3 yr. 15-18"	1.50	14.00	120.00	
" 2 yr. 12-15"	1.00	9.00	80.00	
" 1 yr. 6-12"	.75	6.00	50.00	
Regelianum...	2-3	2.00	15.00	
"	18-24"	1.50	10.00	
"	12-18"	1.00	7.00	

Lodense, Standards, 3 1/2 ft. stems, 12-15 in. heads. Lodense budded on L. ovalifolium standards. Very fine compact heads and absolutely healthy, per 10, \$17.50.

Lodense, 2 1/2 ft. stems, 12-15 in. heads, per 10, \$15.00.

HERE'S A REAL "SPECIAL"

		Per 10	Per 100
California, Ball-shaped	20-24"	\$12.50	\$100.00
"	18-20"	10.00	75.00
"	15-18"	8.00	60.00
"	12-15"	5.50	50.00

"Yes, we have a *little* Privet. Here's a part of one block."

Perk! Quit being facetious and let me tell these people something about our Privets.

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Our Privet is 2 year, cut back, bushy, clean and well rooted. Strong and healthy in every way—well, look at the photo.

Good Privet is a pretty staple item these days and Nurserymen will do well to be prepared for the demand.

Faithfully yours,

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Our Catalog

The above is the title of a new nursery catalog which can now be purchased in any quantities by nurserymen. Every page is filled with carefully selected descriptive reading matter, retail prices, and is profusely illustrated with photo-engravings of every kind of nursery stock.

FREE SAMPLE COPY

Your name and address on a postal card will bring a sample—also samples of two other "stock" nursery catalogs which we publish—also samples of other

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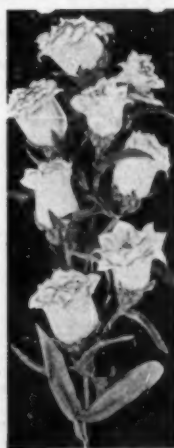
Write to us. Tell us what you want. We can increase your sales and make and save you money.

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DES MOINES, IOWA



Shenandoah Extends Welcome

Editor American Nurseryman:

The Nursery and seed firms of Shenandoah are planning to entertain the Nurserymen enroute to Denver, having arranged with the Burlington for special Pullman train with diner, leaving Chicago, June 15, about 6:15 p. m., arriving at Shenandoah about 8:30 a. m., Saturday, leaving in the afternoon whenever the Nurserymen are through and ready to go, arriving at Denver Sunday forenoon, June 17.

I am sure all the Nurserymen will find the time spent at Shenandoah visiting the Nurseries, radio stations, and seed houses interesting and profitable. We expect to serve lunch at noon and will have a good orchestra and facilities for dancing.

Visitors will have an opportunity to see "Mayfair", Radio Station KMA. Arrangements will be made for time for speeches over both Radio Station KFNF and KMA.

E. S. WELCH

California Trade Report

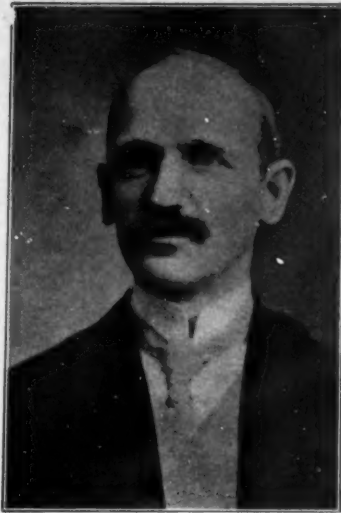
Niles, Cal., March 26—We have had a good season this year in ornamentals and roses and a fair season in fruit trees. The season is not yet closed for ornamentals, but the fruit tree season is practically over by the first of April.

On the whole, we do not consider the season quite as good as last year; but, considering conditions in general, we feel that we have done fairly well. We have just had a wonderful rain all over the state, and this is going to be worth a great deal to the farmers of the state.

CALIFORNIA NURSERY CO.

George C. Roeding, Jr., Mgr.

U. S. Bureau of Plant Industry is watch-



THOMAS B. MEEHAN

ing development of a lily produced by crossing *L. regale* with *L. sargentiae*. The plant under observation, in its second year in its present location, has produced 22 blossoms which are considerably larger than the *Regal lily* blossom.

L. W. Gast Nursery Co., Sawtelle, Cal., has been incorporated; Mr. Gast president, E. C. Brinkmeyer vice-president. M. Nakauchi, formerly with the Western Nursery, Alhambra, Cal., has leased the Oak Knoll Nursery, Pasadena, Cal.—Coolidge Rare Plant Gardens, Pasadena, Cal., will have 100,000 ericas ready by August 1.—Parley R. Glover, Midvale, Utah, has opened a retail store.

D. B. Cole, secretary of the Cole Nursery Co., Painesville, O., and his family have returned from Hollywood, Fla., where they passed a portion of the winter.

Obituary**Thomas B. Meehan**

Thomas B. Meehan was born in Germantown, Philadelphia, Pa., May 7, 1866. After a grammar school education, he entered the Nursery of his father, Thomas Meehan, at the age of 15 and for several years worked in the field and obtained first-hand practical knowledge of all phases of the business. When he became of age he was admitted into partnership and the firm of Thomas Meehan & Son was established which later became Thomas Meehan & Sons, upon the admission to the firm of J. Franklin and S. Mendelsohn Meehan. This firm became one of the best known in the United States and continued until long after the death of Thomas Meehan, the founder.

In 1914 the old firm was dissolved by mutual consent, each brother taking that part of the business with which he was most familiar; Thomas B. Meehan taking the wholesale department and Nurseries at Dresher, Pa., and establishing the firm of Thomas B. Meehan Company, consisting of Thomas B. Meehan and Albert F. Meehan.

In 1912 Mr. Meehan was elected president of the American Association of Nurserymen and presided over the Portland, Ore., meeting in 1913. In point of attendance, he was one of the oldest members of the association, having attended conventions since 1884, and in that time had only missed one meeting, that of 1889. As Secretary of the American Nurserymen's Protective Association, he had served since 1891. He was one of the founders of the Ornamental Growers Association. He had been president of the Pennsylvania Nurserymen's Association, and the Florist Club of Philadelphia. He has also served on the executive committee of all the above as well as the Eastern Nurserymen's Association. Mr. Meehan was a member of Corinthian Lodge F. & A. M., serving as trustee; also a member of the Chapter, Commandery and Shrine. He was a director of the Pelham Trust Company in Philadelphia.

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\$17.00 per 1000

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NORWAY SPRUCE	
3 yr. transplants, 3-6 inches.....	\$10.00
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2 yr. seedlings, 2-4 inches.....	5.00
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2yr. seedlings, 2-3 inches.....	5.00
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A Few Items of Lining-Out Stock Which May Interest You

Our general lining out stock list No. 232 issued February 20th will be sent upon request if you have not received a copy. Following stock is all in storage and can ship at once.

TREES	Price per 1000
ACER plantanoides, Norway Maple, 2 yr., 2-3 ft.	\$ 80.00
Same, 2 yr., 4-5 ft.	200.00
Schwedleri, Schwedler Maple, 2 yr., 2-3 ft.	300.00
Same, 2 yr., 4-5 ft.	500.00
BETULA alba, European White Birch, 8-12 in.	500.00
CATALPA speciosa, Western Catalpa, 12-18 in.	4.00
Same, 18-24 in.	6.00
Same, 2-3 ft.	9.00
CERCIS canadensis, American Redbud, 6-12 in.	10.00
CRATAEGUS monogyna, English Hawthorn, 9-12 in.	22.50
FRAXINUS lanceolata (viridis), Green Ash, 8-12 in.	4.00
Same, 12-18 in.	8.00
Same, 18-24 in.	12.50
Same, 2-3 ft.	15.00
MORUS alba tatarica, Russian Mulberry, 12-15 in.	4.50
PLATANUS occidentalis, American Planetree, 6-12 in.	8.00
Same, 12-18 in.	17.50
Same, 1-2 ft.	20.00
Same, 2-3 ft.	30.00
orientalis, European Planetree, 1 yr., 12-18 in.	35.00
PRUNUS americana, American Plum, No. 2, 2-3 ft.	9.00
Same, No. 1, 3-4 ft.	11.00
QUERCUS rubra ambigua, Northern Red Oak, 4-6 in.	15.00
ROBINIA pseudoacacia, Common Locust, 12-15 in.	4.00
SALIX alba nivalis, Nivalis Weeping Willow, 12-18 in.	15.00
Same, 18-24 in.	17.50
babylonica doloresa, Wisconsin Weeping Willow, 18-24 in.	10.00
Same, 2-3 ft.	15.00
discolor, Pussy Willow, 8-12 in.	10.00
Same, 12-18 in.	12.50
Same, 18-24 in.	15.00
vitellina aurea, Russian Golden Willow, 12-18 in.	8.00
Same, 18-24 in.	12.50
TILLA americana, American Linden, 6-10 in.	25.00
glabra, 4-8 in.	25.00
Same, 8-15 in.	40.00
Same, 15-24 in.	50.00
ULMUS americana, American Elm, 6-10 in.	2.50

EVERGREENS

CHAMAECYPARIS pisifera plumosa, aurea, Goldenplume Retinospora, 2 yr., 6-10 in.	75.00
Same, 3 yr., 12-18 in.	100.00
JUNIPERUS canadensis, Canadian Juniper, 2 yr., 6-12 in.	65.00
sabina cypressifolia, Cypress Savin, 2 yr., 4-6 in.	65.00
PICEA pungens glauca, Blue Colorado Spruce, 2 yr., 2-5 in.	40.00
PINUS nigra austriaca, Austrian Pine, 2 yr., 6-10 in.	30.00
Same, 3 yr., Transp., 6-10 in.	50.00
ponderosa, Western Yellow Pine, 2 yr., 4-6 in.	20.00
sylvestris, Scotch Pine, 3 yr. Transp., 6-10 in.	32.50
THUYA occidentalis douglasii aurea, Douglas Golden Arborvitae, 2 yr., 8-12 in.	40.00
Same, 3 yr. Transp., 8-12 in.	75.00
globosa, American Glob Arborvitae, 2 yr., 4-6 in.	50.00
hoveyi aurea, 3 yr. Transp., 6-9 in.	65.00
TSUGA canadensis, Hemlock, 2 yr., Transp., 4-6 in.	100.00

SHRUBS

AMORPHA canescens, Leadplant, 6 in.	15.00
fruticosa, Indigobush, 12-18 in.	20.00
BERBERIS thunbergii, Japanese Barberry, 12-15 in.	14.00
Same, 15-18 in.	18.00
CARAGANA arborescens, Siberian Pea-tree, 4-8 in.	5.00
CORNUS alba sibirica, Coral Dogwood, 18-24 in.	20.00
amomum (sericea) Silky Dogwood, 15-18 in.	18.00

SHRUBS—Continued

	Price per 1000
DEUTZIA lemoinei, Lemoine Deutzia, 10-15 in.	25.00
PORPHYRIA intermedia, Border Forsythia, 15-18 in.	20.00
fortunei, Fortune Forsythia, 12-15 in.	20.00
HYDRANGEA arborescens grandiflora, Snowball Hydrangea, 8-12 in.	50.00
Same, 15-20 in.	60.00
LIGUSTRUM amurense, Amur Privet (1 cane), 15-24 in.	15.00
Same (2 cane), 15-24 in.	20.00
acuminatum (Ciliatum), Japanese Privet, 12-15 in.	12.50
vulgaris, European Privet, 15-24 in.	12.50
LONICEA bella albidia, White Bell Honeysuckle, 18-24 in.	15.00
morrowi, Morrow Honeysuckle, 15-24 in.	15.00
PHILADELPHUS coronarius florepleno, Double Mockorange, 12-18 in.	20.00
gordoniarus, Gordon Mockorange, 15-20 in.	20.00
zeyheri, Zeyher Mockorange, 15-20 in.	20.00
PHYSOCARPUS opulifolius, Ninebark, 15-20 in.	15.00
PRUNUS besseyi, Bessey Cherry, 8-12 in.	15.00
tomentosa, Nanking Cherry, 9-12 in.	20.00
PTELEA trifoliata, Hoptree, 8-12 in.	17.50
RHAMNUS cathartica, Common Buckthorn, 4-6 in.	5.00
Same, 6-9 in.	7.00
Same, 9-12 in.	11.00
frangula, Glossy Buckthorn, 6-10 in.	15.00
RHUS canadensis (aromatica), Fragrant Sumac, 6-10 in.	22.00
SAMBUCUS pubens, Scarlet Elder, 8-12 in.	16.00
SPIRAEA bumalda, Bumalda Spirea, 8-12 in.	25.00
Anthony Waterer, Anthony Waterer Spirea, 8-12 in.	30.00
froebellii, Froebel Spirea, 12-15 in.	20.00
walluffi, Dark Pink Flowers, 8-12 in.	40.00
douglasii, Douglas Spirea, 12-18 in.	25.00
japonica ovalifolia (callosa alba), White Japanese Spirea, 6-12 in.	35.00
latifolia (bethelehemensis), Pink Meadow Spirea, 12-15 in.	20.00
thunbergii, Thunberg Spirea, 8-12 in.	30.00
Same, 12-15 in.	40.00
SYMPHORICARPOS racemosus, Common Snowberry, 12-18 in.	15.00
WEIGELIA rosea, Pink Weigelia, 2 yr., 6-12 in.	40.00
Same, 2 yr., 10-15 in.	55.00
MYROBOLAN PLUM, No. 2, 12-18 in.	10.00
Same, No. 1, 15-24 in.	15.00
RED CROSS CURRANT, 1 yr.	15.00
WILDER CURRANT, 1 yr.	15.00
DIAMOND GRAPE, 1 yr.	15.00

VINES

AMPELOPSIS quinquefolia (Parthenoclasus), Virginia Creeper, 1 yr., 6-10 in.	10.00
Same, 1 yr., 10-15 in.	12.50
engelmanni, Engelmann Creeper, 1 yr., 12-18 in.	35.00
tricuspidata veltchei, Japanese Creeper, 1 yr., 1-2 ft.	20.00
BIGNONIA radicans (Tecoma Radicans), Trumpet-creeper, 1 yr., 8-15 in.	20.00
CELASTRUS orbiculatus (articulatus), Oriental Bittersweet, 1 yr., 8-12 in.	10.00
CLEMATIS paniculata, Sweet Autumn Clematis, 2 yr., 8-12 in.	55.00
LONICEA hisuta, Hairy Honeysuckle, 1 yr., 15-24 in.	30.00
japonica aureoreticulata, Yellow Net Japanese Honeysuckle, 2 yr., 15-24 in.	25.00
hallsiana, Hall's Japanese Honeysuckle, 2 yr., 10-15 in.	40.00
sempervirens, Trumpet Honeysuckle, 2 yr., 10-15 in.	30.00
VITIS labrusca, Fox Grape, 1 yr., 12-15 in.	15.00
aestivalis, Summer Grape, 1 yr., 10-15 in.	15.00
WISTERIA sinensis, Chinese Wisteria, 1 yr., 6-10 in.	40.00
alba, White Chinese Wisteria, 1 yr., 6-10 in.	50.00

250 and up at the thousand rate. Less than 250 will be invoiced at thousand rate plus 10%. No order accepted for less than 50 plants of a kind. All plants tied 50 to the bundle and each bundle labeled. Packing extra at cost, otherwise f. o. b. Naperville.

NAPERVILLE NURSERIES, Naperville, (DuPage County) Illinois

ESTABLISHED 1866

PHONE NAPERVILLE 1

Daring Denver Days

(Continued from Page 187)

perchance it be bobcats, which Charles C. Wilmore, secretary of the Rocky Mountain Nurserymen's Association, says are the kind that have their hair bobbed—and he isn't 'luding to women folks either!

So Nurserymen may have something else in store for them other than the study of plants and trees; they may "meet up" with bobbed bobcats and rebuffing buffaloes.

Denver is different!

Commercial Credit Technique

(Continued from Page 189)

thirty-six per cent per year. Can anybody want to make more than that on his capital?

I have often advised my customers to make money on their banks. Your bank is willing to provide money for use in your business at the rate of seven or eight per cent and you can make money at the rate of thirty-six per cent.

W. B. COLE (Painesville, Ohio): At Painesville we have organized a county association and one of the activities of that association is to get credit reports. The Lake County Nurserymen are sometimes the victims of men who come down from Cleveland and get credit in one place and when they don't pay their bills they run to another Nurseryman the next time. We have obtained a credit report on dead-beats—not so much on people who pay their bills but people who are dead-beats.

A member inquired about a party the other day and said he had let that fellow get away with \$200 or \$300 worth of Nursery stock. I said, "Why didn't you get this

report first? You can say good-bye to that."

Another thing—in regard to valuations on Nursery stock—I tried to work out a system and would like to mention it to see whether any one else has tried it and what the idea of it is. I inventory all Nursery stock that is salable in the fall at forty per cent of the lowest wholesale value, stock that is one year removed at twenty-five per cent of its value, stock that is two years removed from sale at fifteen per cent. I would like to know how that coincides with your own ideas of value and your experience.

MR. O'KEEFE: There is a basis and it can only be built from experience, but you have to start somewhere.

MR. NELSON: Our experience is that it would be about fifty per cent too high.

MR. AUGUSTINE: It depends on the kind of stock.

MR. O'KEEFE: At least, it is starting somewhere.

Disposal of Plant Refuse

Every fall after maturity of the leaves and tops of plants in the Nursery, the problem of disposing of these plant-remains comes up for solution. The soil expert likes to see all waste plant matter incorporated again in the soil, not only for its plant food value but also because it furnishes a supply of necessary humus. On the other hand, the plant disease specialists recommend that all plant waste should be burned so as to destroy as far as possible the diseases which have the habit of living over winter in the dead parts of their hosts. As examples of this group of Nursery pests we have the cherry leaf-spot, apple scab, and horse chestnut leaf spot.

It is probable that one should keep between these two extremes and follow the

practice of burning the refuse from such Nursery plants as are likely to carry diseases into the coming year while the refuse from all other plants should be dug or plowed under. Among the plants which should go on the bonfire are: plum and cherry infected with black-knot, fruit trees infected with crown gall, poplars infected with poplar canker, willows infected with valsa canker, and raspberries infected with virus diseases. Among the diseases which the burning of tops or foliage will help control are: hollyhock rust, asparagus rust and phlox mildew.

Plant materials which may be dug or plowed into the soil with comparative safety include: weeds, leaves of all deciduous trees, and vegetable garden refuse. If additional vegetable material is desired and a good supply of barnyard manure is not available the leaves of shade or other trees make a good substitute. While these leaves often carry diseases, none are likely to affect Nursery plants when plowed or dug into the soil.

As for insect infested plants, all such discarded and heavily infested stock should by all means be destroyed on the bonfire and never used for windbreak purposes or to fill gulleys. If deep gulleys must be taken care of, use cornfodder or specially cut brush from uninfested trees to fill them up, or at least use brush not infested with insects likely to injure nearby Nursery stock. By following a careful program of disposing of all refuse and badly infested plants each year, in connection with a regular spray program, the Nurseryman will be avoiding many troubles that always mean the loss of a large amount of stock.

P. A. Dix, Ogden, Utah, well known in Nursery trade circles in that state, is president of the Utah Horticultural Society.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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Chief International Publication of the Kind

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Single Copies	-	-	-	.20

ADVERTISING RATE, Per Inch.....\$2.50

Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., APRIL 15, 1928

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalism."—John Watson.

IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that to-day is better than yesterday, that tomorrow will be a better day than to-day and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

The Mirror of the Trade

A NURSERYMAN'S DREAM

Those who go to the Denver convention of the A. A. N. in June and stop over in Shenandoah, Ia., will see a remarkable transformation in the equipment of Radio Station KMA operated by the Earl E. May Seed & Nursery Co. A handsomely printed and illustrated pamphlet in ornamental cover has been issued as a souvenir of the beautiful studio recently opened—the Mayfair Stage Studio, KMA. The comments by a visitor to the studio constitute the main portion of the pamphlet, descriptive of the striking illustrations. Former President May of the A. A. N. believes in creating wants rather than the featuring of selling. He has been remarkably successful in so doing; as is evidenced by the fact that, while industriously and tirelessly weaving



EARL E. MAY

into his radio announcements talk that under any other name would smell as sweet of straight-out advertising, he actually won by the votes of his listeners the Radio Digest award in 1926 as the world's most popular radio announcer! But when the public will pay to enter an automobile show and be importuned to buy, under an out-and-out advertising plan, it will do almost anything to push along a clever stunt. Those who have heard Earl's cheerful patter at all hours of the day and night have noted the consummate skill with which he intertwines in the most natural and incidental way references to some feature of his seed and Nursery business, with here a price and there a quality as he paints a word picture of the garden that is soon to be, in the same breath announcing: "You have just heard Opal and Alta Dixie, the southern girls who hum your troubles away and now we present a saxophone solo under the direction of Ormah Carmean. Don't forget to write to me telling your wants and I'll include a hyacinth and a surprise package guaranteed to grow. The title of the next piece is 'When Summer Comes'." Earl is having more fun than when he announced convention features while wielding the A. A. N. gavel in Louisville in 1926.

The conventional studio of KMA, in which President Hillenmeyer was kept busy morning and afternoon a short time ago delivering his "Negro Pastor's Discourse" in response to a flood of telegrams and telephone messages from delighted listeners,

has been replaced by an auditorium which is really a small theater in its luxurious appointment of rows of upholstered chairs divided by aisles fronting a typical stage. The decorations of the interior, proscenium arch and electrically star-studded ceiling would do credit to a city of large size. The comparison of these accommodations for visitors with the cramped quarters allotted to them at that other popular station, WLS in Chicago, is striking. The marine station of WPG on the pier in Atlantic City is novel, but the comfort and seating capacity of a theater is in itself a fine advertisement from the point of view of service. Maybe the May Company had the one-day visit of the Nurserymen in June in view when it provided such quarters.

Now it's Sweetheart Day—a movement launched by a Cincinnati publisher of post cards, the market for which, in June, is a dull one. June is the month of brides and roses. Already florists are manifesting interest in the Cincinnati concern's frankly commercial suggestion. It may be that Nurserymen will have to devise special "days" in order to keep up with the procession. A beginning might be made by doing much more with the opportunity afforded by the well established Arbor Day.

Mechanics Lien Plans

Announcement is made by the Department of Commerce that the committee appointed some time ago by Secretary Herbert Hoover to study the mechanics' lien laws of the various states for the purpose of determining whether the subject is susceptible of uniform legislation has completed the second tentative draft of a uniform act.

Mechanics' lien acts are in force in all states of the Union. They are for the purpose of protecting the claims of contractors, sub-contractors, material men, laborers, and others who contribute to an improvement by constituting the property improved a security for their claims while at the same time protecting the owner from payment of claims which, as to him, would be unjust. Complaints have been made that some existing laws are inequitable and that lack of uniformity causes unnecessary expense and inconvenience to those who do an interstate business and to laborers who move from state to state. At the request of various groups this advisory committee was appointed. The pamphlet is available at 10 cents per copy, by addressing Dan H. Wheeler, Department of Commerce, Washington, D. C.

A Lot of Linking Up

"I want to leave this thought with you. If ever there was a time when Nurserymen should get together, that time is NOW. And now that your committees have decided upon action, it is a poor time to say 'we ought to have done it some other way!' We've looked it all over and every one of you ought to tie up with this movement and push it along. There's going to be a lot of linking up with you. We shall link advertising with booklets and other editorial matter. I suggest that you all be ready to link up, so that from the Atlantic to the Pacific your organizations can co-operate fully. In the time just ahead you will be acquainted with the plans. When you see these, be prepared to join in."

—Chairman E. C. Hilborn, Distribution Committee, A. A. N.

LITERATURE

Garden Cinderellas: How to Grow Lillies in the Garden—By Helen Morgenthau Fox, with a foreword by Ernest Henry Wilson. Cloth, large 8 vo., illustrated in black and white and color, pp. 269; postpaid \$5.20, Rochester, N. Y., American Fruits Pubg. Co.

This is an example of high class work from the press of the J. J. Little and Ives Co., for the well known publisher, The Macmillan Company. On a fly-leaf is a quotation from John Parkinson's "Paradis in Sole," 1629: "that as many herbes and flowers with their fragrant sweet smells doe comfort and as it were reneue the spirits and perfume the whole house." The keeper of the Arnold Arboretum, Mr. Wilson, noted authority on the lily, who found in Asia and introduced in this country the Regal lily, says in his foreword in this book that lilies have been cultivated since the dawn of culture among the peoples of central and western Europe, that they were favorite flowers among the Greeks and Romans. In the oldest book in the library of the Arnold Arboretum, "Das Buch der Natur" 1475, is contained illustration of the Madonna lily, the earliest picture of the kind, so far as he knows. Since those times gardeners have mastered the principles of growing many flowers; but the lily is not one of them. Certain species of the lily can be grown without difficulty but the growing of other species out of doors is a recent venture. At any period in the history of gardening in Europe plantsmen successful with lilies in variety could be counted on the fingers of both hands. There have been spasmodic efforts to make the lily a popular flower, but none has succeeded. Causes of failure have been lack of knowledge or want of appreciation of conditions under which lilies grow wild, and coddling and over-kindness. Special treatises on the lily are remarkably few. It is believed, therefore, that the public will welcome this new book on a flower admitted to be one of the loveliest known.

The book, says the author, is for the amateur, for the gardener who longs to have a few lilies in his front yard or in the flower border among the columbines and delphiniums, but does not know which ones to order or how to treat them after their arrival. She has grown them for twelve years in her gardens and has made special study of the subject coupled with wide observation of results obtained by others. "Here in America," she says, "we have not grown many lilies either of our own or of foreign origin until lately. We have been as conservative in our gardening as in our beliefs and have not welcomed the new or unknown. The lilies have been truly Cinderellas and invited to the Ball only at the last moment. That is why, up to within twelve or fifteen years a large proportion of the material on lilies was written by the English, Belgians or French. All but two of the books devoted solely to the lily are English. The author acknowledges marked assistance by Mr. Wilson, Leonard Barron, Dr. William Crocker, Carl Purdy, Dr. David Griffiths, William N. Craig, J. Horace McFarland, Yokohama Nursery Co., John Scheepers and others.

"When the daffodils are blooming we begin to look for the lily shoots," says the author in opening the first chapter, "Why Lillies?" "Some of them come up with the first spring bulbs, but others do not start out to see the world until the Darwin tulips are parading through the garden with the

lilacs watching them from over the wall."

In this style the reader is interestingly led into the clear, non-technical information for practical use which gives the book its special value. There are chapters on care and feeding, diseases, pests, pot gardening, jars and vases, American, European and Asiatic lilies, graphs and statistics, with a bibliography and index. There are 39 illustrations in black and white and four full-page plates in color.

This book is not only a record of the author's own experience, however, but brings together also the best information now available on planting, propagating, culture and care, control of insects and diseases, and classification. It is not a botanical treatise. The emphasis is on the growing and enjoyment of these aristocratic flowers. Descriptions stress especially those characteristics which are easily seen without a microscope, not neglecting, of course, the essential botanical differences and similarities which distinguish each plant.

From old and rare volumes, technical monographs, herbarium records, and especially from her own experience and that of other growers, Mrs. Fox has collected and presents to gardeners in this book a complete compendium of lily lore and knowledge.

A Novel Catalogue—The retail catalogue of the Harrison Nursery, York, Neb., is out of the ordinary in quality of paper and cover, illustrations and arrangement, being an intimate introduction of the management and the Nursery equipment to customers, present and prospective. The history of the company which was established in 1887 and which is now incorporated for \$500,000, is illustrated with portraits of the founders, W. A. and H. S. Harrison; the secretary-treasurer, E. H. Smith; the superintendent, E. E. Mason; the manager of the landscape department, A. Williamson, and the assistant field manager, O. Davis. Portraits of the 38 men who are responsible for the propagation, growing, digging, selling, packing and delivering of the product of the company are presented. Also portraits of Vivian, daughter of E. H. Smith; Mildred, daughter of E. E. Mason; Miss Grace Hanson, assistant secretary; Miss Dolores Bohn, bookkeeper, and Misses Lottie Reed and Ida Hanson, stenographers.

In a series of photo-engravings Mr. Harrison is shown demonstrating how trees should be handled upon receipt from the Nursery. In the matter of service, too, the company marks all trees with white paint showing the depth for planting and it sends to patrons a book of instructions with the suggestion that it be carried in the pocket; when worn out it will be replaced with another. Trees that fail to grow are replaced at half price. Emphasis is laid on the fact that the company is a member of the American Association of Nurserymen. The catalogue is profusely illustrated with landscape and variety plates.

A Fiftieth Anniversary—Fifty years ago Frederick W. Kelsey founded the business of the company bearing his name, of which he is president. L. E. Manning is vice-president and manager. The Kelsey Nursery Service is featured by the fact that it supplies high quality stock—evergreens, shade trees, shrubs, forestry seedlings, transplants, etc., grown where it grows best. Of more than seventy Nurseries with more than twenty thousand acres of stock, the company selects the nearest Nursery grow-

ing the material of the quality and grade the customer desires. Large specimens and rare varieties are a specialty. The 1928 catalogue is entitled "A Short Guide." It is illustrated in colors, excellently done.

The Garden Lover—By Dr. L. H. Bailey. Cloth, 8 vo., pp. 154; postpaid \$1.65. Rochester, N. Y.: American Fruits Pubg. Co.

Dr. Bailey in this volume of The Macmillan Company's series of "Background Books" treats of the garden, long a favorite subject of his from the point of view of the philosopher. The joy of growing things oneself, as compared with the purchase of a finished product—the blooming plant—is emphasized. Sometimes, he says, one feels that he must almost apologize for growing the old garden favorites, the common plants; conventionalities may obscure the practice of simple gardening. Yet he recently asked a Nurseryman, whom he visited, why he did not list certain plants he had on his place. The reply was that he thought so much of them that he could not bring himself to make commerce of them. So there may be a few persons who will be patient with Dr. Bailey if he makes a book about gardeners and gardening. He thinks the best gardeners are those who are least self-conscious. They devote themselves to the straightforward work of growing plants because they like them and without over-much elaboration, and the plants are not then subordinate to artificialities and vogues, to vases and steps and dials and the other accessories that never grew from a cutting or a seed. Horticulture, used in a comprehensive sense, may exceed the boundaries of a garden, yet hortus is garden, suggesting a home relationship—an enclosure, as ager, for agriculture, is a domain or field. The horticultural part of agriculture is now largely visioned as a commercial undertaking only, says the author; its methods and particularly the varieties of plants, must be standardized; products must be raised in quantity; the output must be reduced to rigid grades. What was formerly an occupation expressing the soul is now acquiring the hardness of industry in general.

And yet, merely as a commercial asset the growing of plants for the love of it is of prime consequence to the plantsmen and seedsmen who supply the stock and the accessories. Hence this book, *The Garden Lover*, is of direct importance to the calling of the Nurseryman.

This, says Dr. Bailey, is not to deny the merit of standardized production of plants. High skill is developed in the growing of them and able managership is displayed. The output is dependable; it is capable of definite quotation. The landscape planter can count on the quantity he needs for a given area and be certain of obtaining the desired effects. There is little loss in the transactions and in the planting. He may project his design with confidence. Yet the amateur is the ultimate conservator of horticulture. On him rests the maintenance of the ideals. If gardening is to contribute great satisfaction to our people it must rest directly on the feeling for plants and recognition of the kinds. For this reason Dr. Bailey's book is a direct aid to Nurserymen.

Dr. Bailey has addressed a message of advice to the fondest and most constant of lovers—garden lovers. The commercial enterprises are, of course, to be greatly stimulated; but the persons in these absorbing pursuits must recognize the larger desires in the background. "In truth," says Dr. Bailey, "we ought not to be obliged to

(Continued on Page 197)

FIRST GET TOGETHER

By O. W. FRASER

CO-OPERATION was the keynote of Benjamin Franklin's famous words, "We must hang together or we shall hang separately," and can very well be applied to the Nursery Industry. In fact, co-operation is the keynote of success in most all of our present-day activities, both within an individual industry, and in industry as a whole.

Have you ever walked into a successful individual business and noticed how everyone seemed to be pulling for the good of the business, and how each part of the business was helping and plugging for the others? If you haven't ever noticed this, be sure to do so, and you will find that in all individual businesses, the different departments are co-operating and functioning as one single unit. The sales department, the advertising department, the credit department, the production department, and the shipping department are all united for one purpose. Co-operation of this kind means sure success.

Co-operation can also be found in large industries when considered as a whole. Let us take our friends, the florists, for example. Through co-operation of the various factions that make up the floral business, they have been able to double their business twice in less than eight years. Their slogan for the next four years is "Let's double it again!" They

TO ORGANIZED NURSERYMEN

could not have increased their industry so tremendously if all the little factions within the industry were fighting one another.

Everything, from world wars to community drives and individual successes in business, is won through the spirit of co-operation.

We Can Do It

It is very evident that the same spirit of co-operation must be had in the Nursery Industry before anything can be accomplished. Fortunately, Nurserymen's selling problems are not so different as might at first be supposed. Sectional differences have more to do with the growing end of their business than with the sales problems. The fact that one firm grows roses, another evergreens, and another something else does not make a great deal of difference in the selling side of the business. All Nurserymen are selling beauty and price and the results to be obtained from planting, rather than any individual items. One customer gets his results from one type of Nursery stock, while another prospect chooses an entirely different variety to obtain the same results.

Other industries present problems very similar to yours. Let us take for example the paint and varnish industry. One manufacturer makes varnish; another manufacturer makes just white

lead; still another makes just oil. Then there are the wholesalers who do not manufacture, nor do they sell retail. Also there are the retailers who possibly handle only a few items in the entire line. Paint manufacturers also have different climatic conditions to contend with when the application of their product is considered. In spite of all these variations within the industry, they have been able to get together and co-operate to the extent that they have tripled their industry in the past nine years. This industry was one of the first to use the method of co-operative advertising to further the increased usage of their products. They ironed out all their pretty, selfish little differences and had the vision to see that by co-operation they could all prosper. They have sold the public an idea.

Because of the combined effort in different industries, those industries that lack this spirit of co-operation have suffered.

What About the Nurseryman?

There is a sound way of increasing the sale of all items of Nursery stock in all sections of the country. This matter will be discussed fully at the Denver convention, and it is hoped that everyone will turn out to hear it, for this problem means a great deal to the industry and to the individual.

CAN WE DO IT? WE CAN

During the second week in July the summer meeting of the Connecticut Nurserymen's Association will be held at Lake Compounce.

Shaker Heights Landscape & Nursery, Cleveland, O., has been incorporated, \$12,000; Joseph Kirchner, Rudolph Herman, Robt. P. Warnke.

Harold H. Hume, Glen Saint Mary, Fla., is a member of the Florida State Chamber of Commerce committee charged with the duty of improving the citrus industry.

**THE PEERLESS DUST GUN**

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WATCH IT DUST

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When you want a dust gun that will produce results and give satisfaction get a **Peerless**. It will dust bushes and medium size trees, also underneath the leaves on low plants.

A REAL GUN THAT GIVES REAL SERVICE

Write for descriptive circular and tell us where you saw this adv.

PEERLESS DUST GUN CO.

1600 E. 24th St.

Cleveland, Ohio

BULLETIN NO. 5

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MONTMORENCY—11/16 and all other grades
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RUSSIAN OLIVE SEEDLINGS—all grades
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LINING OUT STOCK

"SPECIALIZING IN WANT LISTS"

A. WILLIS & COMPANY

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Write for Prices

DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; June 20-22, 1928, Denver, Colo.

Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

Arkansas Nurserymen's Ass'n.—J. E. Britt, Secy., Bentonville.

California Assn. of Nurserymen—Mrs. H. W. King, Sec'y., 487 Chamber Commerce Bldg., Los Angeles, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Sec'y., Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Fred Worsinger, Sec'y., Tacony, Pa.

Fruit and Flower Club of Western New York—J. C. Hoste, Newark, N. Y.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee Ill., Jan. 16-18, 1929, Hotel Sherman, Chicago.

Iowa Nurserymen's Association—Harold J. Parnham, secy., Capitol City Nurs., Des Moines, Nov. 1928, Cedar Rapids.

Kansas Nurserymen's Association—James N. Farley, Sec'y., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., St. Matthews.

Massachusetts Nurserymen's Association—Wmthrop H. Thurlow, secy., West Newbury.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Sec'y., Weymouth, Mass.

New Jersey Association of Nurserymen—John Marseille, secy., Wyckoff, N. J.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn.

Ohio Nurserymen's Association—Royce Pickett, secy., Clyde.

Oklahoma Nurserymen's Association—W. E. Rey, sec'y., Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, secy., Burton, Wash. July 11-13, 1928, Olympic Hotel, Seattle, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rocky Mountain Nurserymen's Assn.—Chas. C. Willmore, Secy., Box 382, Denver, Colo.

Rhode Island Nurserymen's Association—Daniel A. Clarke, Secy., Fiskeville.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

South Dakota State Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.

Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 12-13, 1928, Memphis, Tenn.

South Texas Nurserymen's Ass'n.—W. R. McDaniel, Sec'y., Alvin, Tex.

Southwestern Nurserymen's Association—Thomas B. Foster, Sec'y., Denton, Tex., Sept. 12-13, 1928, Memphis, Tenn.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Western Association of Nurserymen—George W. Holsinger, secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask.

Wisconsin Nurserymen's Association—W. G. McKay, Sec'y., Madison.

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Young's Boxwood and Evergreens

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SPIREA VANHOUTTE
2-3 ft., 3-4 ft., and 4-5 ft. in quantities.
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18-24 in. and 2-3 ft.
HYDRANGEA PAN. GRAND.
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6-8 ft. and 8-10 ft.
FRUIT TREES, GRAPE VINES, and SMALL FRUIT PLANTS

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Broadleaf and Coniferous EVERGREENS

English Laurel, Japanese Ligustrum, Gardenias, Aucuba Japonica, Biota, Retinosporus, Thuja.

Price list on request.

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I have Pin Oak Seedlings, for spring 1928, in 8 to 12 in. and 12 to 18 in. 18 to 24 in. all sold. Let me quote you.

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Nurseryman Clarksville, Mo.

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We offer for Spring, 1928:
Peach Trees; Amur River (North) and California Privet; Catalpa Bungei; Silver Maples; Lombardy Poplars; Evergreens; Azaleas—Crepe Myrtle. We also offer a good stock of Extra Well Rooted Evergreens from beds for lining out purposes.

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Send for our Wholesale lists.

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Sent direct to customer; send us your tags. Years of experience.

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BLACK HILL SPRUCE

18-24 inch	\$1.00 each
24-30 inch	1.75 each
30-36 inch	2.25 each
3-4 feet	3.00 each
4-5 feet	5.00 each

THE INDEPENDENCE NURSERIES CO., Independence, Ohio

NORWAY SPRUCE

18-24 inch	\$.65 each
2-3 feet	1.10 each

Stock here listed is offered in not less than 100 lots. Trees exceptionally nice; transplanted three times.

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MALUS—The Flowering Crab
Arnoldiana, Atrosanguinea, Baccata-Sieboldi, Floribunda, loensis, Niedzwetzkyana, Prunifolia-Rinkii, Scheideckeri

18-24"	\$1.50 per 10	\$135.00 per 100
24-36"	2.50 per 10	200.00 per 100
Bechtel's, Floribunda Peachblow, Floribunda Purpurea, Spectabilis, Toringo, Sargentii:		
18-24"	\$2.00 per 10	\$150.00 per 100
24-36"	3.00 per 10	250.00 per 100

CERCIS CHINENSIS (Chinese Red Bud)
4-6 " \$3.50 per 100 8-10 " \$5.50 per 100
6-8 " 4.00 per 100 10-12 " 7.00 per 100

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1 yr. 4-6 "	\$2.50 per 100
6-8 "	3.50 per 100
2 yr. 12-18 "	5.00 per 100
18-24 "	6.00 per 100
24-30 "	7.00 per 100

BIOTA ORIENTALIS

8-12 "	\$6.00 per 100
12-18 "	7.00 per 100

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1 yr. Seedlings, 3-5 "	\$1.00 per 100
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THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold its Tenth Annual Meeting in Denver, Colo., June, 1928. E. M. Jenkins, Winona, Ohio, Secretary.

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Complete assortment of Evergreens including Firs, Junipers, Spruces, Pines, Yews, Arbor Vitae, Cedrus, Taxus, Biotas. Your patronage is appreciated.

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Also Apple Trees, Shade Trees,
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The largest growers of Evergreens
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Drive in and see our stock. Would
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Broad Leaf Evergreens RARE AND CHOICE CONIFERAE AZALEAS (Evergreen and Deciduous.) FLOWERING SHRUBS, VINES and CLIMBERS

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Shrubs Cannas
Lining-out Evergreens

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"More than 35 years' experience"

American Fruit Tree Seedlings that
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Northern grown—well rooted—good stock.
Unusual values

Quality	Height	100	1000
3 times transplanted	18 to 24 ins.	\$40.00	\$350.00
3 times transplanted	12 to 18 ins.	30.00	250.00
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Twice transplanted	12 to 18 ins.	15.00	125.00
Twice transplanted	8 to 12 ins.	10.00	90.00
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Once transplanted	8 to 12 ins.	7.50	60.00
Seedlings	3 to 6 ins.	2.00	10.00

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Multiflora Jap. seedlings
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ALL OUR OWN GROWING

We can save you real money whether
you need large or small quantities.

BEDFORD HILLS NURSERIES
BEDFORD HILLS, N. Y.

The Garden Lover

(Continued from Page 193)

contrast the commercial man and the amateur, for the former as well as the latter may be a lover of plants."

The entire book is one of the most interesting of Dr. Bailey's productions in lighter vein. It makes delightful reading for the commercial man as well as for the amateur.

Handbook of Fertilizers—By A. F. Gustafson, Extension Professor of Soil Technology, Cornell University. Cloth, 8 vo., illustrated, pp. 122; postpaid, \$1.35. Rochester, N. Y.; American Fruits Pubg. Co.

This book is published simultaneously in New York by Orange Judd Pubg Co. and in London. It presents the subject in as simple a form as possible, treating of the source, character and composition of fertilizers and their application for different crops. The importance of this information will be appreciated by all who have had experience with fertilizers. The book discusses in order requirements for plant growth, nitrogenous, phosphatic and potash fertilizer materials, effects on soils and crops, factory-mixed and home-mixed fertilizers, liming, etc. There are 18 illustrations and an index.

Although it is intended primarily for market growers of lily bulbs, amateur lily growers will find suggestions of value in Circular 23-C, "A Score of Easily Propagated Lilies," by David Griffiths, just published by the United States Department of Agriculture. The author reports experimental work in lily propagation at the Arlington farm, near Washington, D. C., and at the Bellingham, Wash., garden.

Production of lilies from seed is not so difficult as has been generally supposed,

Doctor Griffiths finds. "Usually," he says, "it has been thought necessary to start the seed with the extreme nicety of greenhouse or frame culture. There is probably nothing that has been done at the Bellingham garden that has created so much surprise among experienced visitors as the planting of seed of so many species of lilies in the open field. It is the logical thing to do in other climates if it is possible there to maintain moisture at the surface of the ground long enough to get the seed up. With an overhead sprinkling system, both Regal and Easter lily seed have been grown satisfactorily under open-field conditions at Arlington farm."

The 20 species of lilies on which Doctor Griffiths reports successful propagation and multiplication by the methods suggested are the Madonna, Nankeen, Easter, Regal, Umbellatum, Orange, Thunberg, Redstar, Tiger, Leopard, Humboldt, Turk's-cap, Columbia, Canada, Coral, Martagon, Hansom, and Speciosum.

For the benefit of leaders in communities and organizations that sponsor horticultural shows and promote competitions in the care and improvement of lawns and home gardens, the United States Department of Ag-

riculture has available for distribution its Department Circular No. 62-C, "Horticultural Exhibitions and Garden Competitions," designed to assist committees having such programs in charge, and to help them avoid mistakes. The suggestions given in the 38-page pamphlet are drawn in large part from the experience of those who have had charge of such competitions.

Retail catalogues at hand include those of the Louisville Nurseries, St. Matthews, Ky.; Westminster, Mo., Nursery; Buntings Nurseries, Selbyville, Del.; Naperville, Ill., Nurseries; Spring Hill Nurseries, Tippecanoe City, O.; Fremont, O., Nursery; Young's Aurora, Ill., Nurseries; Coryell Nursery, Birmingham, Mich.

Wholesale catalogues and trade lists at hand include those of William Flemer's Sons, Princeton and Springfield, N. J.; Onarga, Ill., Nursery; E. D. Smith & Sons, Winona, Ontario, Canada; Unadilla, N. Y., Nurseries; Jackson & Perkins Co., Newark, N. Y.; Conard-Pyle Co., West Grove, Pa.; George D. Alken, Putney, Vt.; Willis Nurseries, Ottawa, Kan.; Atlantic Nursery Co., Berlin, Md.; Carr's Nurseries, Yellow Springs, O.

A PRACTICAL EDUCATION In Sales Management and Business Practice

The Star Address in Nursery Trade Circles in Mid-Winter Season

By Harry N. Tolles, President Sheldon School, Chicago

At Annual Convention of the Illinois Nurserymen's Association

Chicago, January 18, 1928

Reprints of this address from the Feb. 15 edition of "American Nurseryman" in eight-page form on super-cal. paper, 10 x 13½, can be had for 10 cents each.

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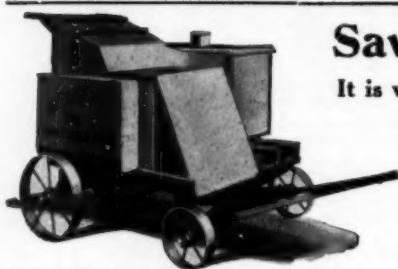
Nerwood, O.

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No. 2 Shredder
Two models—
gasoline or electric
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two sizes for
large or small
growers.

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15", 18", 24", 30"

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" Chinese—Pyrus Ussuriensis
" French—Pyrus Communis
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CHERRY, Mazzard—Prunus Avium
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PERSIMMON, De Lotus
PLUM, Myrobalan—Prunus Myrobalana
BIRCH, European White—Betula alba
ELM, Chinese—Ulmus pumila
MAPLE, Norway—Acer platanoides
" Sycamore Purple—Acer pseudo-platanus purpurescens

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ROSE, Manetti

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CHERRY, PEAR, PLUM—in leading varieties, 2-3' and 3-4'; and a few hundred in 6-8' trees. Also lining out stock of Shrubs, Nut Trees and Evergreens. WHAT HAVE YOU?

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A Loose Leaf

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Searle Bldg. ROCHESTER, N. Y.

We are offering FREDONIA grown Grape Vines, Currants and Gooseberries

for fall and spring delivery of unexcelled quality. We grow everything we offer, AND KNOW HOW. Let us quote on your requirements before placing your orders.

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Established 1890 Fredonia, New York

Haralson Apple Trees Evergreen Seedlings

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COLORADO BLUE SPRUCE

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STRAWBERRY PLANTS

Mastodon, Progressive, Dunlap, Aroma, Premier, Gibson. Also Raspberry and Blackberry plants. Individual orders shipped direct to your customers.

Grape Vines, 2 yr. Concord, priced to sell.

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Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

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AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$8. Canada, abroad, 50c extra per year.

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Tsuga caroliniana

TRADE PRICES

	Per 10	Per 1000
12-18 in.	\$ 12.00	\$ 108.00
18-24 in.	18.00	160.00
2-3 ft.	30.00	270.00
3-4 ft.	42.00	378.00
5-6 ft.	120.00	1,080.00

In car-lots Balling and Burlapping and Packing free. New and Rare Plants form the Arnold Arboretum.

HARLAN P. KELSEY

SALEM, MASSACHUSETTS

Cornell Nursery Courses

Funds for the Nursery courses at Cornell University College of Agriculture are provided by the new state law as follows, a total of \$19,500:

For the purpose of carrying the provisions of this act into effect, there is hereby appropriated the sum of \$4230 for the purchase of equipment, supplies and material, which amount is hereby made immediately available.

For the fiscal year commencing July 1, 1928, the following appropriations are made: Personal Service—Professor, \$3500; investigator, \$2000; assistant, \$1200; propagator, \$2000; truck driver, \$1200; laborer, 2 at \$1000, \$2000; team hire, \$300. Maintenance and Operation—Equipment, supplies and materials, \$2340; traveling expenses, \$730.

Charles S. Briggs, seedsman, died March 25, at his home in Rochester, N. Y., aged 60. His father, Charles W. Briggs, founded Briggs Brothers whose business was dissolved ten years ago.

E. J. Benard, proprietor of Mission Valley Nursery, San Diego, Cal., died March 14.

C. E. Gysemans is manager of the Columbia Nurseries, Evansville, Ind. The site of the Evansville Nurseries has been sold for use as park and school grounds.

Hopkinsville, Ky., Nursery, A. C. Cherry and J. W. Fike, has absorbed the Fike Gardens, Providence, Ky.

Capital stock of the White Elm Nursery Co., Oconomowoc, Wis., has been increased to \$125,000. Officers are: E. H. Niles, president; G. A. Reuss, first vice-president; H. A. Ernst, second vice-president; A. L. Nelson, secretary and treasurer, and Dr. W. S. Wing and A. D. Lyke, directors.

FRUIT TREES FROM BEAVER COUNTY that are right in every detail required to make first class. Late Fall gave our stock lots of time to ripen. It is coming from our bins in perfect condition. J. H. Hale, Rochester, Elberta, New Prolific, Belle of Georgia, Champion, Carman, Crawford Late and Early, Iron Mountain and Lemon Free, 3, 7 and 5/16, also Whips. Good quantity of first three varieties. Pears in 3 year 11/16 that are fine. Bartlett, Clapps, Flemish, Anjou and Kieffer, also Sweet and Sour Cherry 2 year 11/16, Dyehouse, Early Richmond, Gov. Wood and Napoleon. Make an offer. Will trade for Strawberry plants.
KEYSTONE STATE NURSERIES
New Galilee Pennsylvania

SEMESAN
Makes Seeds Healthy
WILMINGTON, DEL.
Dyestuffs Dept.

FOR SALE

Pink and White Flowering Dogwood; Norway, 6-8', 8-10'; Sugar, 7-8'; Sycamore, 10-12'; Silver Maple, 6-8'; European Planes, 5-7'; Pyramidal 18", 2-3', 3-4'; American Arborvitae, 2'; Rhododendrons; Lining Out Evergreens; and plenty of good service.
E. W. JONES NURSERY CO., Woodlawn, Va.

Rosain Brothers Nursery, Seattle, has been incorporated, \$75,000.

Baker Brothers, Fort Worth, Tex., report a lively demand for Nursery stock, especially ornamentals; and a phenomenal demand for the Chinese elm of which the concern had a stock of 90,000 at the opening of the season.

National Gardeners Association will hold its annual convention Oct. 15 at Pickwick Arms, Greenwich, Conn.

MISCELLANEOUS

WANTED

SITUATION WANTED

Young man who understands Nursery Accounting wishes position as accountant in charge of all records. Connection with large wholesale or retail establishment desired. Address B-91 care American Nurseryman, Rochester, N. Y.

FOR SALE

STOCK FOR SALE

For Sale—Red pine trees, white pine trees and European larch trees. Size 4 feet up. Price for pines 50c per foot above ground and 25c per foot above ground for the larch as they stand at filter plant property of the undersigned in York, Penna. The tract adjoins the City of York along Country Club Road. Privilege is given purchaser to ball and burlap the roots and only restriction required is that the purchaser level surplus ground at trench. Apply York Water Company, York, Penna.

ALL EVERGREENS

Balled and burlapped and boxed free. Three times transplanted 15-18" 18-24" 2-3' Pine, Austrian \$1.00 \$1.50 \$2.00 Pine, Scotch 1.00 1.50 2.00 Spruce, Col. Blue 2.25 3.25 5.00 Spruce, Norway60 75 1.00 Arborvitae, American75 1.00 1.50 Bittersweet Vines, 3 yr., 4-5 ft., 20c, 100 \$15.00 Send for wholesale price list of other items
HIGHLAND NURSERIES, Johnstown, N. Y.

10,000 unlabeled Dahlias, 8c ea.; 2000 Dwarf purple Pumila Iris, 5c ea.; 10,000 Red Snowdrop, 5c ea.; 1000 Bittersweet, 15c ea.; 5000 Violets, 5c ea.; 10,000 Golden Rod, 5c ea.; 10,000 Rudbeckia hirta (Black-eyed Susan) 5c ea.; 2000 Wildbergamot, 10c ea.; 2000 Caltha palustris (Marshmarigold) 10c ea.; 5000 Acorus calamus (Sweetflag) 10c ea.; 10,000 native blue Iris, 10c ea.; also Eulalia japonica zebrina and Hall's sweet-scented Honey-suckle, 10c ea. Mrs. E. Hostettler, Doans, Ind.

Fifty acres of leading varieties of peonies. Visit us in May. Phil Lutz Peony Farms, Boonville, Ind.

Peonies and Iris, four acres in bloom in May. L. F. Dintelman, Belleville, Ill.

BOOKS

BAILEY'S STANDARD CYCLOPEDIA OF HORTICULTURE, 2 vols. Illustrated. Fully indexed. 3639 pages. Indispensable for horticultural reference. The standard authority everywhere. Sold only in complete sets. Price \$35 per set. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

LIST OF 119 BOOKS on Horticultural subjects covering Nursery, Greenhouse, Field, Ornamental and Fruit Stock, Vines, Insecticides, Spraying, Landscaping, Diseases, Insects, Orchards, Gardens. Seven books on Landscape Gardening. List sent on request. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

To Clothe Arid Regions

Following is a new law, having been approved March 19:

An Act providing for horticultural experiment and demonstration work in the semi-arid or dry-land regions of the United States.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the Secretary of Agriculture be, and he is hereby, authorized and directed to cause such shade, ornamental, fruit and shelter-belt trees, shrubs, vines and vegetables as are adapted to the conditions and needs of the semi-arid or dry-land regions of the United States, to be propagated at an experiment station of the Department of Agriculture to be established at or near Cheyenne, Wyoming, and the seedlings and cuttings and seeds of such trees, shrubs, vines and vegetables to be distributed free of charge under such regulations as he may prescribe for experimental and demonstration purposes within the semi-arid or dry-land regions of the United States.

Sec. 2. That for carrying out the purposes of this Act, including the erection of buildings, there is hereby authorized to be appropriated the sum of \$100,000, out of any money in the Treasury not otherwise appropriated, to be expended under the supervision of the Secretary of Agriculture.

Sec. 3. That there is hereby authorized to be appropriated each fiscal year thereafter necessary appropriations to enable the Secretary of Agriculture to carry on the experiments contemplated by this Act.

Hutchinson Nurseries, Kearney, Neb., are to have a new concrete building.

For many years the Minnesota Garden Flower Society has been holding monthly meetings, tours and picnics and promoting flower growing everywhere. The slogan is "Make Minnesota Blossom."

Campville Nurseries, near Interlachen, Fla., have been sold by J. S. Maultsby to C. E. McReynolds of Palatka and J. H. Wylie of Interlachen. The property comprises 40 acres, 30 of which are in Nursery stock.

When writing to advertisers just mention American Nurseryman.

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Splendid Stock

Write for Special Quotations.

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PROGRESSIVE NURSERY SALESMAN who can develop sales and qualify as Sales Manager for growing retail firm located in good selling field. Sales and field stock have consistently and materially increased each year for past 10 years. Good connection for right man. B-90, American Nurseryman, Rochester, N. Y.

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MOSAIC-FREE STOCK—RELIABLE

ANDREWS NURSERY CO., Faribault, Minn.

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Parsons

Wholesale Nurseries

PARSONS, KANSAS

Established 1870

Specialties

Amoor River North Privet, 2 yr.,
2-3 and 3-4 ft., well branched.

Bungei Catalpa, 4½-8 ft. stems.

Lombardy Poplar, 5-6 to 10-12 ft.

Thurlo Willow, 5-6 to 10-12 ft.

Lonicera Bella Albida, 2-3 to 5-6

ft.

Deutzia Pride 2-3 to 5-6 ft.

Forsythia Asst., 2-3 to 4-5 ft.

Tamarix Asst., 2-3 to 5-6 ft.

Purple Wisteria, 2 & 3 yrs.

EVERGREENS—Biotas and Jun-
ipers, in good supply.

Early Harvest B. B. root grown

plants.

Long list of Ornamentals in gen-
erous supply.

Largest and Best Supply of

GRAPE VINES CURRANTS GOOSEBERRIES

in all old and new varieties and
grown in the famous Chautauqua-
Erie Grape Belt.

Sixty years' experience in grow-
ing and furnishing strong, fibrous
roots of well-known HUBBARD
COMPANY grade.

Prompt shipment.

Attractive prices made on
quantity lots.

T. S. Hubbard Co.
FREDONIA, N. Y.

PECAN TREES

CAR LOTS our specialty, but we accept
orders from nurserymen for any number
of trees. Also have Satsuma Orange trees.

Simpson Nursery Co.

Monticello, Fla. Established 1902

AMERICAN NURSERYMAN should be
regularly on your desk. A business aid.
Bristling with exclusive trade news. Ab-
solutely independent. NOT OWNED BY
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PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

CONIFERS

BROADLEAVED EVERGREENS

FLOWERING SHRUBS

HARDY PERENNIALS

ROCK PLANTS

HARDY VINES

We extend a cordial invitation to the trade to visit our
extensive ROSEFARM and nurseries on the beautiful
COLUMBIA HIGHWAY at Sandy River.

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Office: 341 E. 72nd St. S.

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THE BENJAMIN CHASE CO.,

DERRY, N. H.

THE ROSE FARM

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High quality, field
grown, budded ROSES



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catalog? We are producers of some
of the most successful catalogs in the
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catalog. Glad to send you samples
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50 four-color process prints from photographs,
40 Evergreen pictures, 10 Shrub pictures. Size
5¼ x 9 in. Loose leaf. Cloth binding, \$3.75.
Leather, \$4.50. Post-paid. Great help in selling. Order
for your salesmen. Money refunded if not satisfied.

D. Hill Nursery Co.

Evergreen Specialists - Largest Growers in America
Box 402 DUNDEE, ILL.

Peach Pits

The Howard-Hickory Co.

HICKORY, N. C.

STANDARD GARDEN TRACTOR

A powerful Tractor for
small farms, Gardeners,
Florists, Nurseries, Fruit
Growers and Poultrymen.
DOES 4 MEN'S WORK

Walking & Riding Equipment.

Free Catalog. Does Belt Work.

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LINING OUT STOCK

200 to 300 thousand extra fine Con-
cords for lining out. If interested let
us quote prices and send sample of
stock.

Still have a surplus in most va-
rieties of Grapes, Currants and Goose-
berries.

Get in touch with us. Forty-two
years' experience in the Nursery busi-
ness.

Foster Nursery Co., Inc.
FREDONIA, N. Y.

SPECIAL NOTICE

We want to sell you Pecans, Japan
Persimmons, Roses, Fruit Trees,
Shrubs and Evergreens, Cedrus De-
odora, 2-3 ft. and 3-4 ft. and other
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Write us for prices.

Commercial Nursery Co.
NICHOLSON BROTHERS, Proprietors.
DECHERD, TENNESSEE

A DEPENDABLE DIGGER

at a reasonable price

Write for a descriptive
circular and prices

"Yours for growing satisfaction"

NEOSHO NURSERIES, Neosho, Missouri

BUCKWHEAT HULLS

"LIGHT AS Snowflakes" Mulch

Preserves soil moisture, prevents baking and
cracking of soil, increases fertility, adds humus.
Easiest and cheapest to apply.

Folder and Prices Upon Request

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825 Main Street

TOWANDA, PA.

PECANS

We are the pioneer growers of budded and
grafted pecans in the South. Have a com-
plete stock of the leading standard varieties.
Can furnish trees we know will please and
give satisfactory results. Catalog free.

INTERSTATE NURSERIES

C. M. Griffing & Co., Props., Jacksonville, Fla.

Nursery Trade Bulletin

For Nursery Educational Courses—The New York Legislature has passed a bill providing \$30,000 for maintaining the teaching of Nursery practice in the New York College of Agriculture, Ithaca, N. Y.

American Peony Society—The February 1928 bulletin of the society gives report of the twenty-fifth annual meeting in New York City, Jan. 25, 1928. A list of members shows a total of 752 in the United States and 50 in Canada and abroad. Many Nurserymen are members. The bulletin contains considerable general and special matter of interest to peony growers in addition to the annual proceedings; also illustrations of peonies. Announcement is made that the American Peony Society Manual, 286 pages, will be issued soon. It will contain 40 illustrations both in color and in black and white. Annual show of the society will be held in Boston, June 22-24.

American Iris Society—Secretary J. B. Wallace, New Haven, Conn., says: "The American Iris Society has entered upon its seventh year with a membership of almost nine hundred growers and a record that includes the publication of seventeen bulletins devoted to various phases of Iris interest."

"Although many of our members are growers, breeders or collectors, still more are just amateur gardeners—people with a bit of a garden in their back yard where they grow a few fine peonies, a few irises and other precious treasures which they have collected through their gardening years. That is the type of member we best appreciate, because it is through such an interest in irises and in gardening generally that we can aid them to develop better

gardens and, hence, better living and better communities."

Blister Rust Quarantine—As a result of the advance of the white-pine blister rust during the season of 1927, an amendment to Federal Quarantine No. 63, on account of this disease, adding the State of Idaho and four counties in Oregon (Clackamas, Hood River, Multnomah and Wasco) to the territory designated as infected, and making other changes in the regulations, is announced by the United States Department of Agriculture.

Canadian Attractions—Nurserymen who return via Canada from their Pacific Coast trip this summer will see remarkable developments. Less than half a century ago Canada, west of the Great Lakes, boasted little more than the outposts of settlement and trade. Today Canadian development spans the continent. Added to the older eastern capitals, a series of new western cities typify the transformation of the prairies and the Pacific coast. Frontier posts have become not merely seats of government for great provinces, but capitals of industry and commerce known literally throughout the business world. For business or for pleasure, the Dominion is a country well worth seeing.

Nursery Representative To Use Airplane—The Armstrong Nurseries, Ontario, Cal., will make use of an airplane in order to keep in closer contact with patrons at distant points. Murray McNeil of that firm believes he can cover territory in two months that formerly took him six months to get over.

Henry J. Kohankie Obtains Divorce—Henry J. Kohankie, Painesville, O., councilman and prominent Lake County Nurseryman, was granted a divorce from Bella M.

Kohankie by Judge A. G. Reynolds in Common Pleas Court March 31 on his petition alleging gross neglect of duty and extreme cruelty. The journal entry in the case gives Mrs. Kohankie the custody of their two children, Marjorie and Ruth, and provides for a monthly allowance of \$250 for their support. An alimony settlement of \$50,000 was reported to be included in the agreement.—Painesville, O., Telegraph.

Landscaping University Grounds—Nearly 5000 young trees are to be set out immediately at the new Westwood campus of the University of California at Los Angeles, in accordance with a plan for landscaping the site. At the Nursery on the Westwood site 75,000 to 100,000 trees and shrubs are being cultivated which will eventually find their way to the gardens and groves surrounding the buildings of the university.

Date for the seventh Mid-West Horticultural Exposition has been set for Nov. 14-17, 1928.

Westchester County, N. Y., Nurserymen's Association was formed at a meeting last month in Gramaton Hotel, New Rochelle. John H. Troy, of New Rochelle, was elected president; John Ripoe secretary.

VALUABLE REPRINTS

Of Articles Appearing in the Columns of the "American Nurseryman."

PRICE 10 CENTS EACH

"Sales Management and Business"—The star address of the Midwinter Convention Season—By H. N. Tolles, Chicago.

Heavy Losses Follow Late Stratification of Plum and Cherry Seeds—By C. F. Swingle, Junior Pomologist, U. S. D. A.

Pleasant Fields of Personal Work With Plants; Craftsmanship vs. Standardization—By Dr. L. H. Bailey, Noted Horticulturist.

How to Make Salesman Out of Raw Material—By E. H. Smith, Vice-Pres. Harrison Nursery Co., York, Neb.

BLACKBERRY PLANTS

BLOWERS, ELDORADO and MERSERAU, \$15.00 per 1000

STRAWBERRY PLANTS

BIG JOE, PREMIER, CHESAPEAKE, CLIMAX, \$2.50 per 1000 MASTODON, \$8.00

GRAPE VINES

CONCORD, 1 yr. No. 1.....\$15.00 per 1000
CONCORD, 1 yr. No. 2.....10.00 per 1000
MOORES EARLY, 1 yr. No. 1.....25.00 per 1000
DELAWARE, 1 yr. No. 1.....25.00 per 1000
NIAGARA, 1 yr. No. 1.....20.00 per 1000

DEWBERRIES

LUCRETIA and AUSTIN....12.00 per 1000

WM. HESS & COMPANY

EAST NEW MARKET, MD.

NOTICE

To all American Nurserymen and Seedmen desiring to keep in touch with commercial horticulture in England and the continent of Europe. Your best means of doing this is to take in the

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Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novelties, etc. Paper free on receipt of \$1.50 covering cost of postage yearly. As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trade.

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PLEVNA, ALA.

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—High Grade—

NURSERY PRODUCTS

FOREST TREE SEEDLINGS

and

ORNAMENTAL SHRUBS

Our Specialty

Get our prices before you buy.

Humus and Leaf Mold

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Apples, Figs, Altheas, Butterfly Bush, California Privet, Crape Myrtle, Coral Berry, Deutzias, Forsythias, Loniceras, Philadelphia, Pussy Willows, Spireas, Weigelas, Climbing Roses, Carolinas, Norway and Lombardy Poplars, Silver Maples and Tulip Trees.

Send us your want lists.

JONES' NORFOLK NURSERIES

Box 442, Norfolk, Va.

THIS SPACE

\$2.50 Per Month Under Yearly Term Contract

58 Cents Per Week

Less Than Yearly: \$2.80 Per Month

LAST CALL

BIRCH, European White

8-10 ft., 6-8, 5-6, 4-5

BIRCH, Cut Leaf Weeping Whips

same grades

CRAB, FLOWERING

Bechtel's and others

MAPLE WHIPS

Norway and Schwedleri

MOUNTAIN ASH, Europ. headed

8-10 ft. and 6-8 ft.

THORN, Paul's Scarlet

Branched and whips.

Washington Nursery Co.

TOPPENISH, WASH.

NURSERY SEEDS

Seeds for Nursery and Florists. Over One Thousand Varieties of Tree and Shrub Seeds. Highest Quality. Lowest Prices. Send for List.

F. M. ELLIS, Dept. A, Griffin, Ga.

"AMERICA'S LEADING TREE SEEDSMAN"

THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade. With a record of fifty-two years of service. Practical departments and active committees. National conventions of inestimable value.

President, W. W. Hillenmeyer, Lexington, Ky.

Write CHARLES SIZEMORE, Secretary, Louisiana, Mo., for full particulars.

Convention Date: Denver, Colo., June 20-22, 1928

Unite with over Six Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President, Wm. Flemer, Princeton, N. J.

Special List of ROSES

AT RIGHT PRICES

ROSES

Top Notch in All Respects. Note our Grades. Enough Said. Graded No. 1, 18-24 in., 3 branches and up except light growing varieties, and those will be graded about 15 in.

H. T. ROSES—2 yr. No. 1. Nearly all sold

	10	100
500 Edward Mawley. Crimson	\$4.00	\$35.00
200 Frank Dunlop. Brilliant rose pink, new, a winner	4.00	35.00
500 Gruss an Teplitz. Vivid fiery red, always in bloom	4.00	35.00
100 Helen Gould. Bright red, one of the best	5.00	
100 Irish Elegance. Apricot, shaded orange pink	4.00	
100 Irish Fireflame. Old Gold, flushed with crimson	4.50	
200 Juliet. Old gold and pink, beautiful in the bud	4.00	35.00
1000 Lady Hillingdon. Deep yellow, excellent for cutting	4.50	40.00
500 Luxemburg. Creamy yellow	4.00	35.00
500 Mme. A. Chatenay. Rosy carmine, tinted salmon, flowers early and late	4.00	35.00
200 Mad. Franska Kruger. Peach pink, flower very large	4.00	35.00
100 Mme. Jules Grolez. Bright satiny, strong grower	4.00	
1000 Radance. Pink, king of the Tea Roses	3.50	32.00
300 Red Letter Day. Brilliant scarlet crimson	4.50	40.00
100 Viscount Folkestone. White	4.00	
300 Winnie Davis. Brilliant apricot pink	4.00	35.00

H. P. ROSES—2 yr. No. 1. Like H. T.'s, nearly all sold

	10	100
1000 Frau Karl Druschki. Magnificent snow white	\$3.50	\$30.00
300 Gen. Jack. Red	4.00	35.00
100 Gen. Washington. Dark red	4.00	
500 Hugonia. Single yellow, very fragrant	5.50	50.00
400 J. B. Clark. Deep Scarlet	4.00	35.00
400 John Hopper. Rosy red, changing to carmine	3.50	30.00
1000 Mme. Plantier. White	4.00	35.00
5000 Magna Charta. Bright rosy pink	3.00	28.00
200 Margaret Dickson. White	4.00	35.00
500 Soliel d'Or. Changing from orange yellow to red-dish gold	4.00	35.00
500 Ulrich Brunner. Brilliant cherry red	4.00	35.00

CLIMBING ROSES—2 yr. No. 1

Cut back and Graded Like H. T. and H. P. Roses

	10	100
200 Alida Lovett. Bright shell pink	\$2.50	\$20.00
2000 Cl. American Beauty. Red	3.50	30.00
300 Cl. Baby Rambler. Red	2.50	20.00
100 Cl. Mme. C. Testout. Pink	3.00	
150 Cl. Meteor. Crimson	4.00	35.00
200 Cl. Orleans. Red	2.50	20.00
5000 Crimson Rambler	3.00	25.00
2000 Dorothy Perkins. Pink	2.50	20.00
500 Dr. Van Fleet. Flesh pink, rosy flesh center	3.50	30.00
1000 Eugene Jacquet. Red	3.50	30.00
2000 Excelsa. Intense crimson scarlet	2.50	20.00
1000 Flower of Fairfield. Brilliant crimson	3.00	25.00
1000 Hiawatha. Glowing ruby crimson, clear white eye	3.00	25.00
400 Paul's Scarlet Climber. Vivid scarlet, shaded with crimson	3.50	30.00
300 Philadelphia's Rambler. Crimson	2.50	20.00
1000 Rosalie. Cerise pink	2.50	20.00
500 Seven Sisters. Varying shades from rosy red to bluish white	2.50	20.00
800 Silver Moon. Silvery white	4.00	35.00
1000 Tausendschoen. Varying from delicately flushed white to deep pink and rosy carmine	2.50	20.00
1500 White Rambler	2.50	20.00
200 Wichuriana. Single white	2.50	20.00

ROSES—2 yr. Medium

About 15 in., 2 or more branches. Many firms class these as No. 1—\$250.00 per 1000

H. T.'S	150 Old Gold, orange red
100 Bessie Brown, white	500 Radance, pink
500 Etoile de France, red	5000 Radance Red
300 Gen. McArthur, red	300 Rose Marie, watermelon red
150 Golden Ophelia, yellow	100 W. F. Dreer, delicate pink
1000 Gruss an Teplitz, red	H. P.'S \$200.00 per 1000
400 Helen Gould, red	500 Frau Karl, white
500 J. L. Mock, pink	300 George Ahrends, pink
500 K. A. Victoria, white	2000 Magna Charta, pink
1000 Lady Hillingdon, yellow	400 Paul Neyron, pink
300 Mrs. A. R. Waddell, salmon	100 Persian Yellow
500 Mad. Second Weber, rosy salmon	1000 Ulrich Brunner, red
500 Mad. A. Chatenay, rosy carmine	500 Soliel d'Or, yellow

ROSES—2 yr.

Carrying about 12 inches of wood, 2 branches, at \$150.00 per 1,000. It will pay you to check this list of varieties carefully.

H. T.'S	3000 Gruss an Teplitz, red
150 Antoine Reveiro, rosy flesh	400 Helen Gould, red
1800 Etoile de France, red	1700 K. A. Victoria, white
500 Francis S. Key, red	500 Killarney, pink
500 Frank Dunlop, pink	450 Killarney White

200 La France, pink
200 Los Angeles, flame pink
400 Luxemburg, yellow
500 Mad. A. Chatenay, rosy carmine
2000 Mad. C. Testout, pink
500 Premier, deep pink
500 Radiance, pink
2000 Radiance Red
2000 Radiance, red
200 Souv. C. Pernet, bright yellow, 30c
100 Winnie Davis

BABY RAMBLERS

800 Baby Rambler Red
500 Erna Teschendorf, red
700 Orleans, red

H. P.'S

500 Frau Karl, white
300 George Ahrends, pink
500 J. B. Clark, red
2000 Magna Charta, pink
300 Margaret Dickson, white
500 Soliel d'Or, yellow

MISCELLANEOUS ROSES

600 C. F. Meyer, pink
1500 F. J. Grootendorst, 20c, crimson
170 Hansa, red
1000 Rugosa Mixed, 10c
400 Rugosa White
200 St. Thomas Lipton

ROSES—2 yr.

Graded about 8-10 inches with good roots, few branches. We are offering these at \$100.00 per 1000. Not much more than lining out price. They are good buy for this money.

H. T.'S

140 Antoine Reveiro, rosy pink
300 Columbia, pink
120 Countess of Ilchester, peach pink
400 Duchess of Wellington, saffron yellow
200 Etoile de France, red
100 Frank Dunlop, pink
1000 Gruss an Teplitz, red
100 Hill's America, rosy pink
200 Hoosier Beauty, red
350 J. L. Mock, pink
100 Juliet, old gold and pink
1000 K. A. Victoria, white
340 Lady Hillingdon, yellow
140 La France, pink
1000 Los Angeles, flame pink
190 Mad. Butterfly, bright pink
1000 Mad. C. Testout, pink
460 Mad. Leon Paine, silvery flesh
150 Mad. Ed. Herriott, orange red
200 Maman Cochet, pink
120 Maman Cochet, white

400 Mrs. A. Ward, yellow
50 Mrs. Charles Russell
100 Ophelia, salmon flesh
700 Premier, deep pink
500 Radiance, pink
1000 Radiance Red
200 Rose Marie, watermelon red
200 Souv. Claudius Pernet, bright yellow
700 Wm. F. Dreer, delicate pink
700 Winnie Davis, apricot pink

BABY RAMBLERS

1600 Baby Rambler Red
180 Erna Teschendorf, crimson
160 Orleans, red
H. P.'S
160 F. J. Grootendorst, 15c, crimson
1000 Frau Karl, white
600 Gen. Jack, red
90 Geo. Ahrends, pink
90 John Hopper, rosy red
1500 Magna Charta, pink
300 Margaret Dickson, white
100 Marshall P. Wilder, red
150 Mrs. John Laing, pink

MANETTI—Just a few left

French, 5-9 mm., \$17.50 per 1000, \$150.00 per 10,000
Holland, 5-9 mm., \$25.00 per 1000, \$200.00 per 10,000
Wire for immediate shipment

HOLLAND RUGOSA American Grown, Rooted Cuttings, 5-9mm., \$25.00 per 1000, boxed in 5000 lots at Geneva, N. Y.

ROSA MULTIFLORA JAPONICA SEEDLINGS

For Budding and Grafting. Produce the Finest Plants of any stock grown in the East. Especially recommended for H. T. and H. P. Roses.

	1000	10,000	20,000	30,000	50,000
50,000 3-4 mm. for July bud'g.	\$16.00	\$15.00	\$13.00	\$12.50	\$12.00
100,000 2-3 mm. for Aug. bud'g	10.00	8.00	7.00	6.00	5.00

BABY RAMBLERS—2 yr. No. 1, Except as Noted

Graded Bushy and Strong, about 12-18 in. of wood

	10	100
2000 Baby Rambler Red. Brilliant ruby red	\$3.50	\$30.00
100 Jessie. Red	3.50	
100 Triomphe de Orleans. Cerise red vigorous grower	3.50	

BARBERRY THUNBERGI—2 year

Headquarters here for Over a Quarter of a Century

	100	1000
20,000 2-3 ft.	\$17.50	\$150.00
8,000 18-24 in.	12.50	100.00
8,000 12-18 in.	10.00	75.00
15,000 9-12 in.	6.00	50.00
4,000 6-9 in.	3.00	25.00

LIGUSTRUM OVALIFOLUM—2 yr. Cut Back (California Privet)

Graded to the Highest Standard. Don't Compare Ours with cheap 1 year Unevenly graded privet with no root system and few branches.

	1000	10,000
1,000 3-4 ft., 6 branches and up	\$75.00	
25,000 2-3 ft., 4 branches and up	50.00	\$450.00
5,000 18-24 in., 2 branches and up	25.00	
25,000 12-18 in., 3 branches and up	22.50	200.00
30,000 6-12 in., 2 branches	15.00	125.00

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C. R. BURR & COMPANY, Inc., :: General Nurserymen
MANCHESTER, CONN.

WE DO NOT SELL AT WHOLESALE TO RETAIL BUYERS

STILL A GOOD SUPPLY OF THESE LEADING VARIETIES

Hill's Evergreens for Immediate Shipment

FIR				PSEUDOTSUGA				YEW				ARBORVITAE				HEMLOCK				CHOICE ASSORTED BIOTAS				BALLED AND BURLAPPED EVERGREENS				FIR				DAPHNE				JUNIPERS				PINE				BALLED AND BURLAPPED EVERGREENS—Continued																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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